PLAINFIELD AREA
NEW JERSEY

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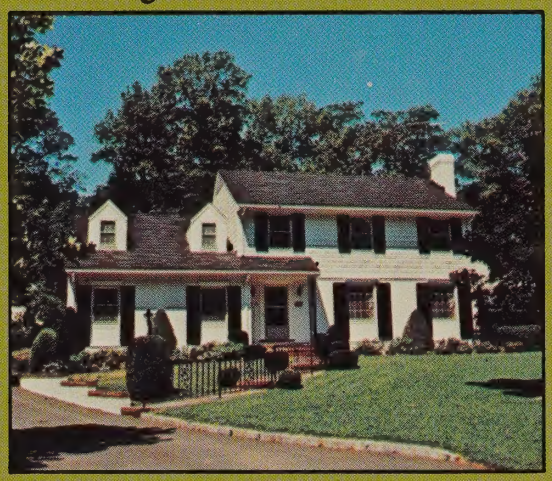
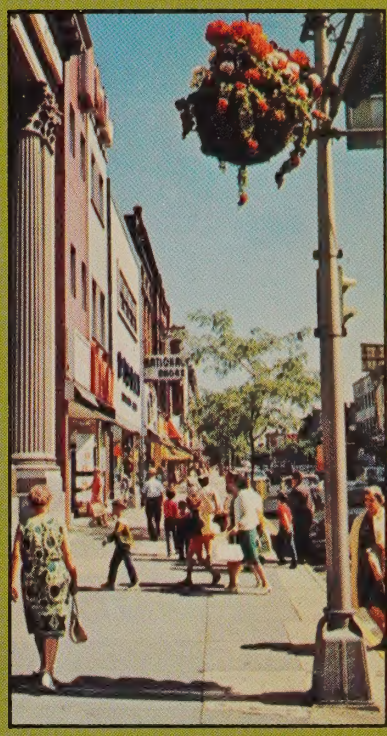
Plainfield Area

NEW JERSEY

PLAINFIELD AREA
CHAMBER OF COMMERCE





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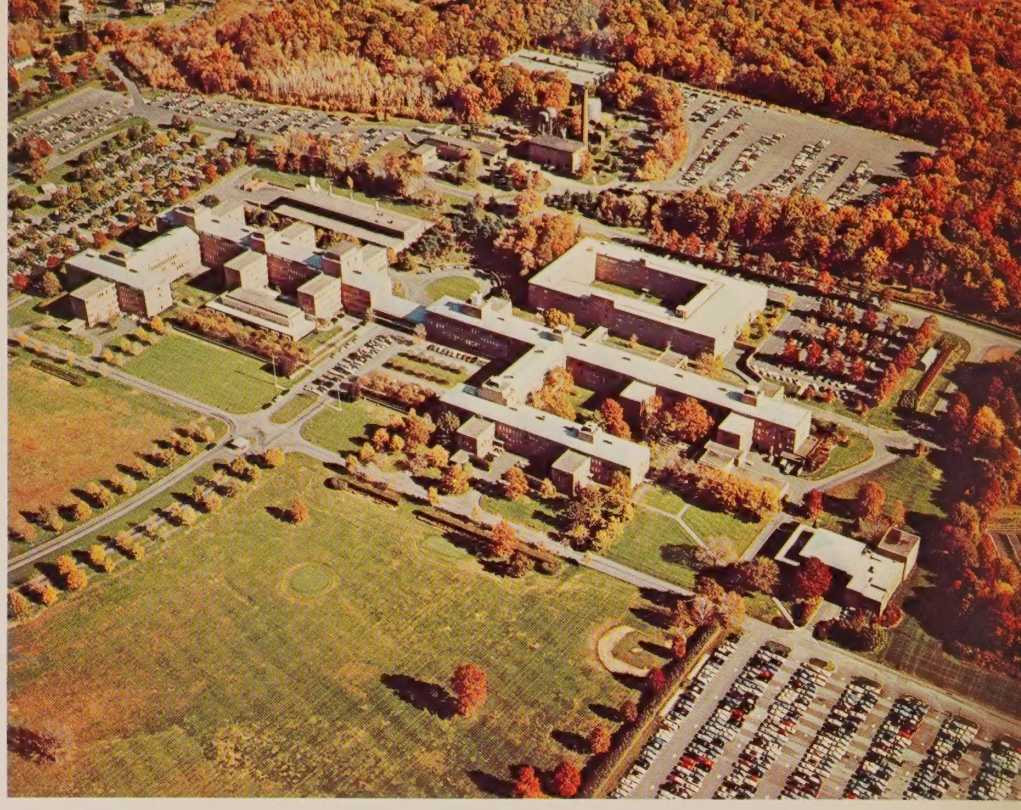
THE COURIER-NEWS

Partner in colorful progress



One of the lasting landmarks of Central New Jersey, the "semi-circle of science," is the sprawling Bell Telephone Laboratories in Murray Hill, just to the northeast of Plainfield.

Another lasting landmark is The Courier-News, a leading member of The Gannett Group, which in 1968 was read daily in more than 55,000 Central New Jersey homes.

Why couple Bell Labs and The Courier-News?

They're both colorful.

The picture at the right — an aerial view of Bell Labs — is printed in full color by the printing process known as offset lithography.

And it's an example of the type of full-color printing The Courier-News will soon be able to bring to its thousands of readers.

Bell Labs is known as the home of innovators. The solar battery and the transistor were born there.

The Courier-News is the home of innovators too.

And, on July 1, 1970, will come the greatest innovation of them all. The Courier-News will go "on edition" with the nation's largest daily newspaper offset press. And that press, unlike the current Courier-News press, will be fully equipped to bring its thousands of readers full-color printing on both news and advertising pages —regularly.

The picture below is an architect's rendering of The Courier-News' proposed $4.5 million plant facing Route 22 in Bridgewater, only 10 miles from the heart of downtown Plainfield.

This plant — with its $1.6 million R. Hoe & Co. Lithomatic 60 offset press and computerized phototypesetting equipment — will be production headquarters for the Plainfield area's only major industry that has a completely new product every day.

But The Courier-News isn't really "leaving" Plainfield, the city where it has been published since June 2, 1884.

The Courier-News is shifting its production operations to Bridgewater to make possible a brighter, more colorful newspaper, a better newspaper for thousands of readers in the Plainfields and in 50 other towns in Union, Somerset, Middlesex, Hunterdon and Morris counties.

Major and complete news, advertising and business office services still will be maintained in Plainfield after the new plant is occupied.

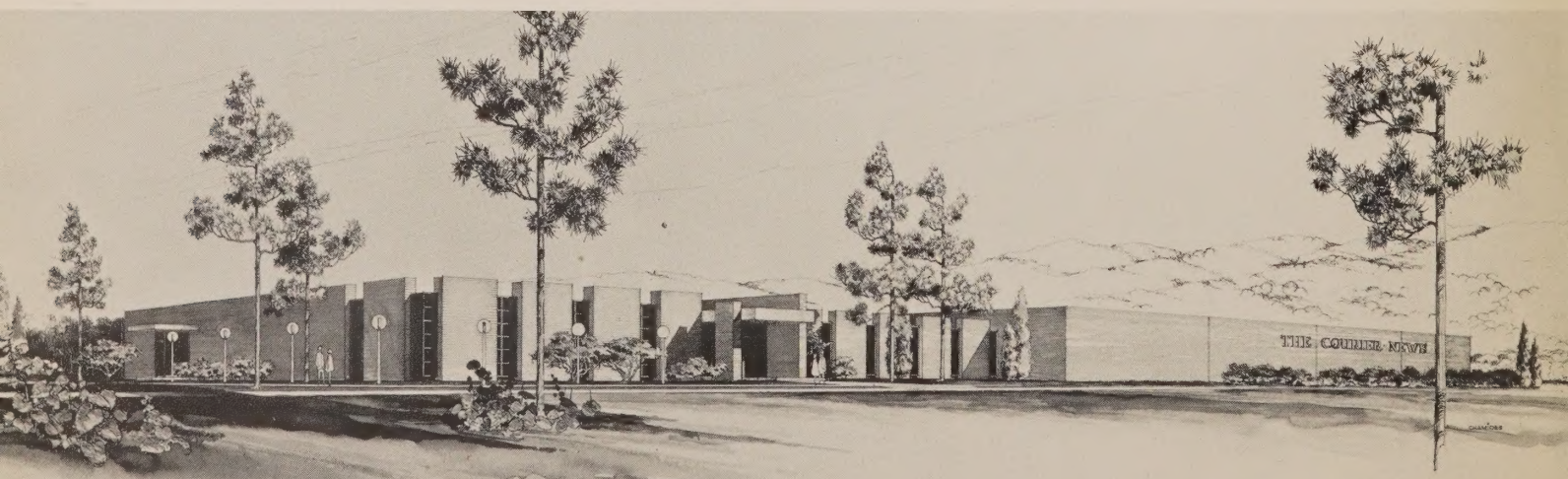
"This move," says Courier-News Publisher Thomas P. Dolan, "has been planned because of our desire to provide an increasingly better newspaper for Central New Jersey readers. The great measure of public confidence we enjoy, indicated by circulation growth, has made such expansion necessary."

There are three major reasons for Courier-News expansion: A need for vastly expanded production space. A need to modernize production methods and facilities. And a need for streamlined distribution, which a major highway printing plant will provide.

The new building, designed and built by the Wigton-Abbott Corp. of Plainfield, will contain more than 65,000 square feet. The present Courier-News printing plant has only 28,000 square feet.

The new building will be nearly 450 feet long, four and a half times as long as the present Plainfield plant.

"The Courier-News," says Publisher Dolan, "will be able to provide still more news and advertising in a brighter, more colorful, more readable package. It will be, in short, for all our readers, a better, more informative newspaper — the best newspaper possible with the best talent and best equipment we can find."



NEWSPAPER PLANT — COURIER NEWS
BRIDGEWATER TOWNSHIP, NEW JERSEY

WIGTON — ABBOTT CORPORATION
DESIGNERS & CONSTRUCTORS

Chamber of Commerce Message

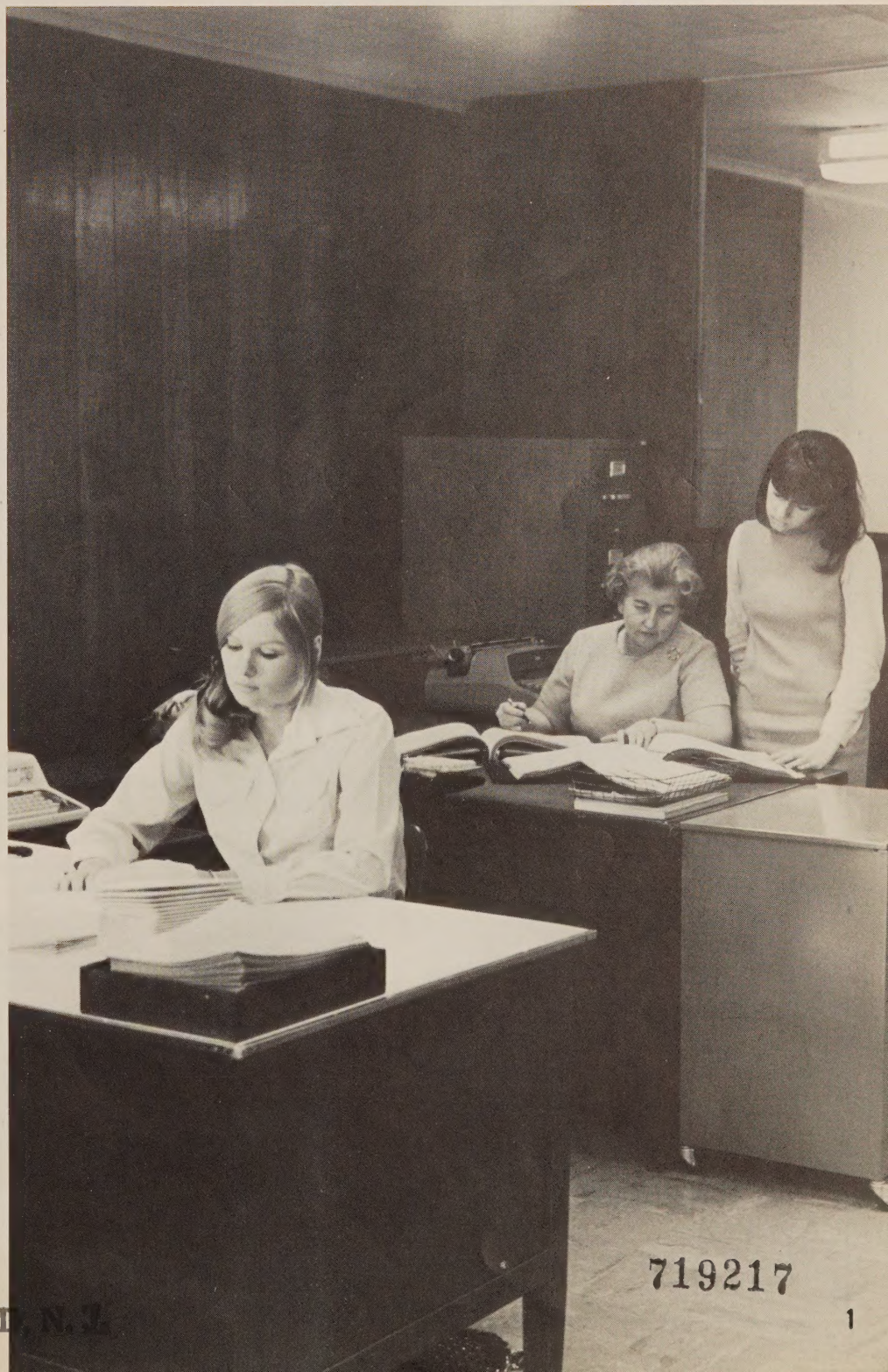
The Plainfield Area Chamber of Commerce takes pride in presenting the Plainfield Area Story—a factual and informative narrative on Central Jersey's amazing land of growth opportunity.

The Chamber of Commerce has functioned since the turn of this century to harness the energies of business leadership and direct those energies towards the accomplishment of programs which will make the area the very best possible place in which to live and to do business. We share with our communities a feeling of pride and accomplishment in having played an active role in the area's dynamic growth and development.

This brochure, made possible by the Chamber and its member-advertisers, is designed with pictures and words to acquaint you with the social, economic and livability characteristics of the Plainfield Area. We invite your further inquiry or, better still, personal visit to the Plainfield Area. Whether your goal is the establishment of a business or pursuit of a better job, you will find outstanding opportunities in our area.

The Plainfield Area Chamber of Commerce maintains an office and full-time staff which stands ready to serve you at all times. Please do not hesitate to utilize our resources for further information and assistance. We will be most pleased to be of service to you. The address and telephone number are:

Plainfield Area Chamber of Commerce
205 Park Avenue
Plainfield, New Jersey 07060
(201) 754-7250



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PUBLIC LIBRARY, PLAINFIELD, N. J.

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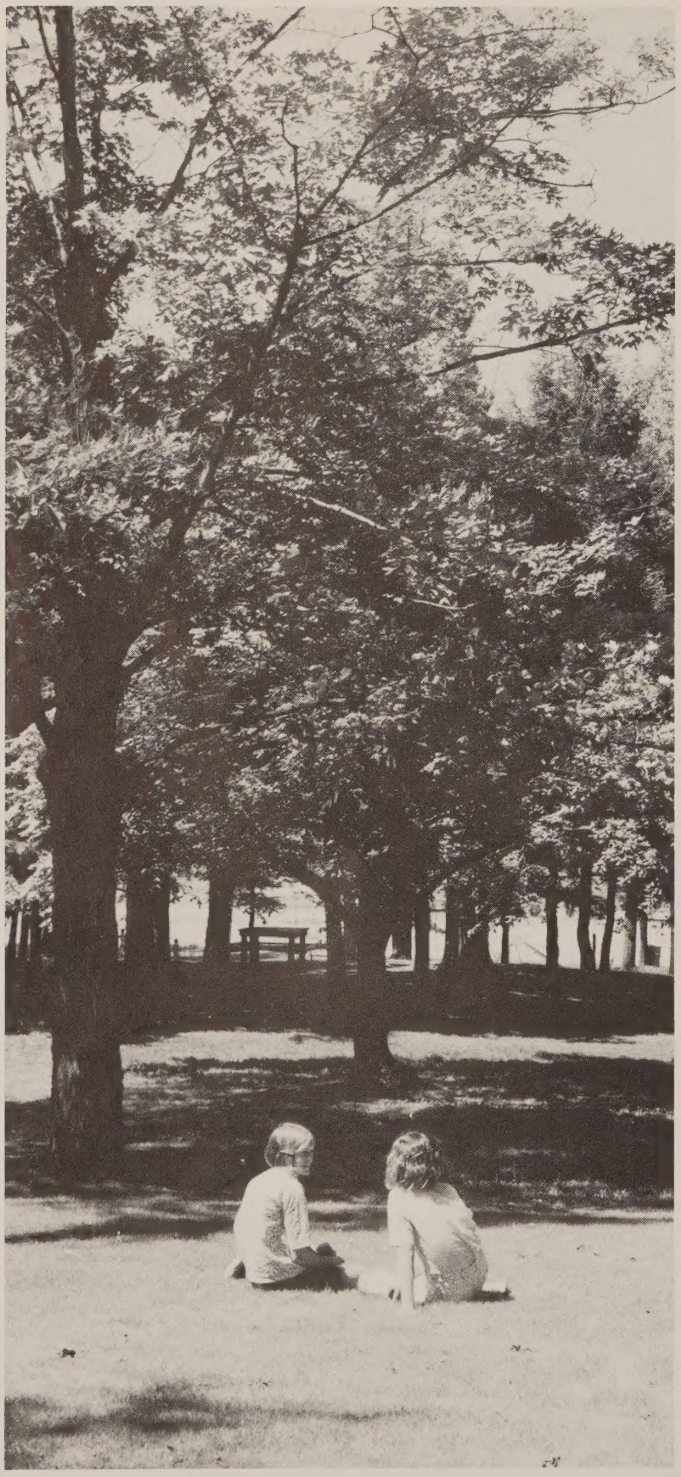

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WINDSOR PUBLICATIONS

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16250 Ventura Boulevard • Encino, California 91316
Chicago, Illinois • Cambridge, Maryland

A Community Bank . . . .

where everyone benefits

Plainfield Savings Bank

For over 100 years, the Plainfield Savings Bank has been providing services that benefit the entire community.

First, P S B has always provided a place where people can keep their savings safe while giving them a fair return on the dollar.

Second, P S B has always helped people obtain home ownership by providing the money through mortgage loans and

Third, the everyday business of paying bills is made easy with a checking account from P S B.

These services, combined with many more which are available, are all aimed at providing a community spirit of cooperation that will benefit everyone now and in the future. Our Welcome Mat is out to you!

THE PLAINFIELD SAVINGS BANK

PLAINFIELD, NEW JERSEY

1868 — 1969
SAVINGS BANK SERVICE
FOR
MORE THAN A CENTURY

WEST FRONT ST. OFFICE

1320 W. Front St. at Clinton Ave.
Mon.-Wed. 9-3, Thursday 9-8, Fri. 9-6

Established 1868

PHONE 755-5700

MEMBER FEDERAL DEPOSIT
INSURANCE CORPORATION

MAIN OFFICE

102 E. Front St. at Park Ave.
Mon.-Wed. 8-4, Thursday 8-8, Fri. 8-6

The Plainfield Area -- Facts and Figures

Population (Estimate 1968) and Land Area (Sq.Mi.)

PLAINFIELD AREA	206,800	81.5
Dunellen	7,850	1.0
Fanwood	9,250	1.4
Green Brook	4,400	4.7
Middlesex	14,000	3.6
North Plainfield	23,250	2.9
Piscataway	32,000	18.9
PLAINFIELD (Core City)	50,000	6.0
Scotch Plains	24,000	9.3
South Plainfield	21,400	8.2
Warren Township	8,200	19.3
Watchung	4,500	6.2

RETAIL SALES AND SELLING DATA

MARKET AREA	
Population (1968 Est.)	206,800
Households (1968 Est.)	54,000
Retail Sales (1968 Est.)	$271,508,000
Per Household Retail Sales	5,028
PLAINFIELD (Core City)	
Population (1968 Est.)	50,000
Households (1968 Est.)	15,780
Per Household Income (1968 Est.)	$ 14,958
Retail Sales (1968 Est.)	$131,879,000
Per Household Retail Sales	$ 8,816

TRI-COUNTY EMPLOYMENT DISTRIBUTION

	Middlesex	Somerset	Union
MANUFACTURING (1962)			
Firms	638	156	1,117
Employees	71,865	18,346	86,615
Percent of Total Employment	61.7	61.1	53.5
RETAIL AND WHOLESALE TRADE (1962)			
Firms	1,393	408	2,091
Employees	21,485	5,992	33,581
Percent of Total Employment	18.5	20.0	20.8
SERVICE INDUSTRIES (1962)			
Firms	492	149	816
Employees	6,259	1,579	16,917
Percent of Total Employment	5.4	5.3	10.4

CONSUMER SPENDING COMPARISONS

	National Average	Plainfield Area Average
Furniture	$ 152	$ 274
Appliances	85	148
Building Supplies	157	148
Food	1,052	1,142
Department Stores	385	372
Women's Wear	113	163
Men's Wear	55	79
Shoes	49	71

COLLEGES AND UNIVERSITIES HAVING AN ENROLLMENT OF 1,000 OR MORE WITHIN 30 MINUTES OF THE PLAINFIELD AREA

Bloomfield College	Liberal Arts
Drew	University
Fairleigh Dickinson	University
Jersey City State	Education
Newark State	Education
Montclair State	Education
Newark College of Engineering	Prof.&Tech.
Rutgers	University
Seton Hall	University
Stevens Institute	Prof.&Tech.
Union College	Liberal Arts
Upsala	Liberal Arts
Douglass	Liberal Arts

LOCATION AND PROXIMITY

Located in the center of New Jersey's concentrated industrial corridor 25 miles from New York City and 60 miles from Philadelphia. Elevation of the Plainfield Area ranges from 10 to 561 feet.

Net taxable valuation in the Plainfield Area totals $1,218,782,671.

Total number of banks serving the 11-community area:	13
Total number of bank offices in the 11-community area:	26
Total bank deposits at the 26 in-area offices:	$335,000,000
Total number of savings and loan associations in the 11-community area:	12
Total number of savings and loan offices:	13
Total investments in savings and loan associations:	$94,000,000

REPRESENTATIVE OFFICE
WATCHUNG AVE.
NEAR SECOND
PLAINFIELD, N.J.

CITY FEDERAL SAVINGS

NEW JERSEY'S LARGEST
FEDERAL SAVINGS INSTITUTION!
12 OFFICES IN
UNION, MORRIS, ESSEX

The story of City Federal Savings is growth—a growth that compares with and is now joined to the economic and residential expansion of the greater Plainfield area. In the past, City Federal has joined hands with the people of the communities it serves to advance their economic well being—with gratifying results. We expect that this partnership will continue for years to come.

GROWTH SECOND TO NONE

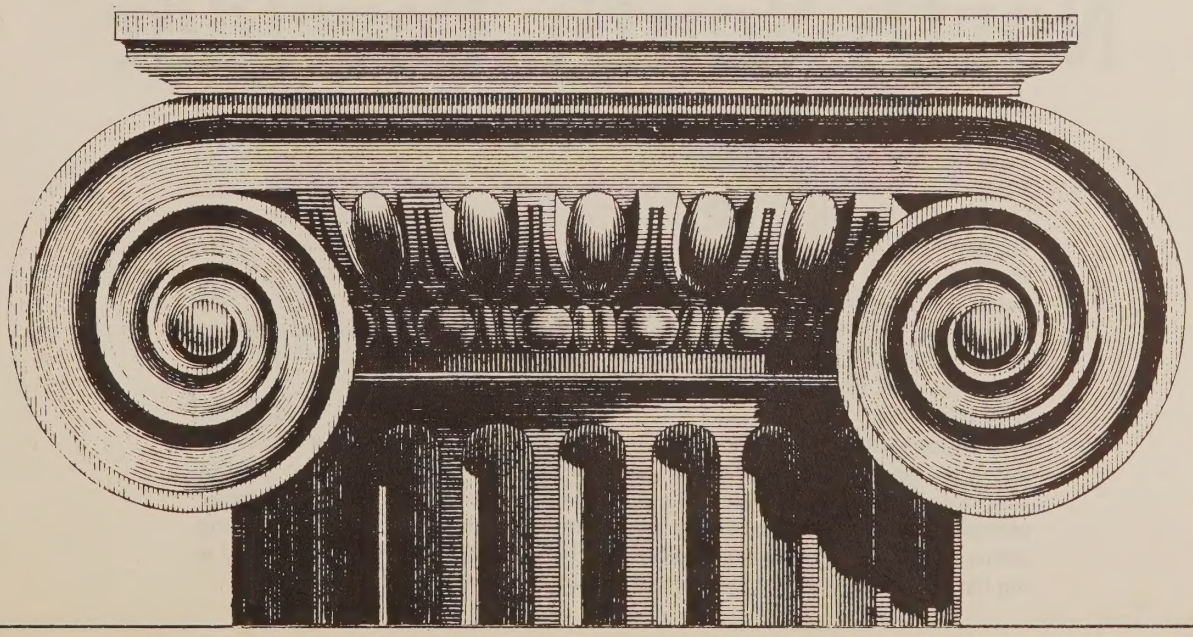
City Federal is the largest savings institution in Union County and the largest Federal savings institution in New Jersey. During the past five years our assets have increased by more than $80 million! We've kept pace with this tremendous growth by a continuing increase in services to the saver. We offer all types of savings accounts, including Passbook Savings and Savings Certificates as well as Christmas and Vacation Clubs. At City Federal the saver has a wide choice.

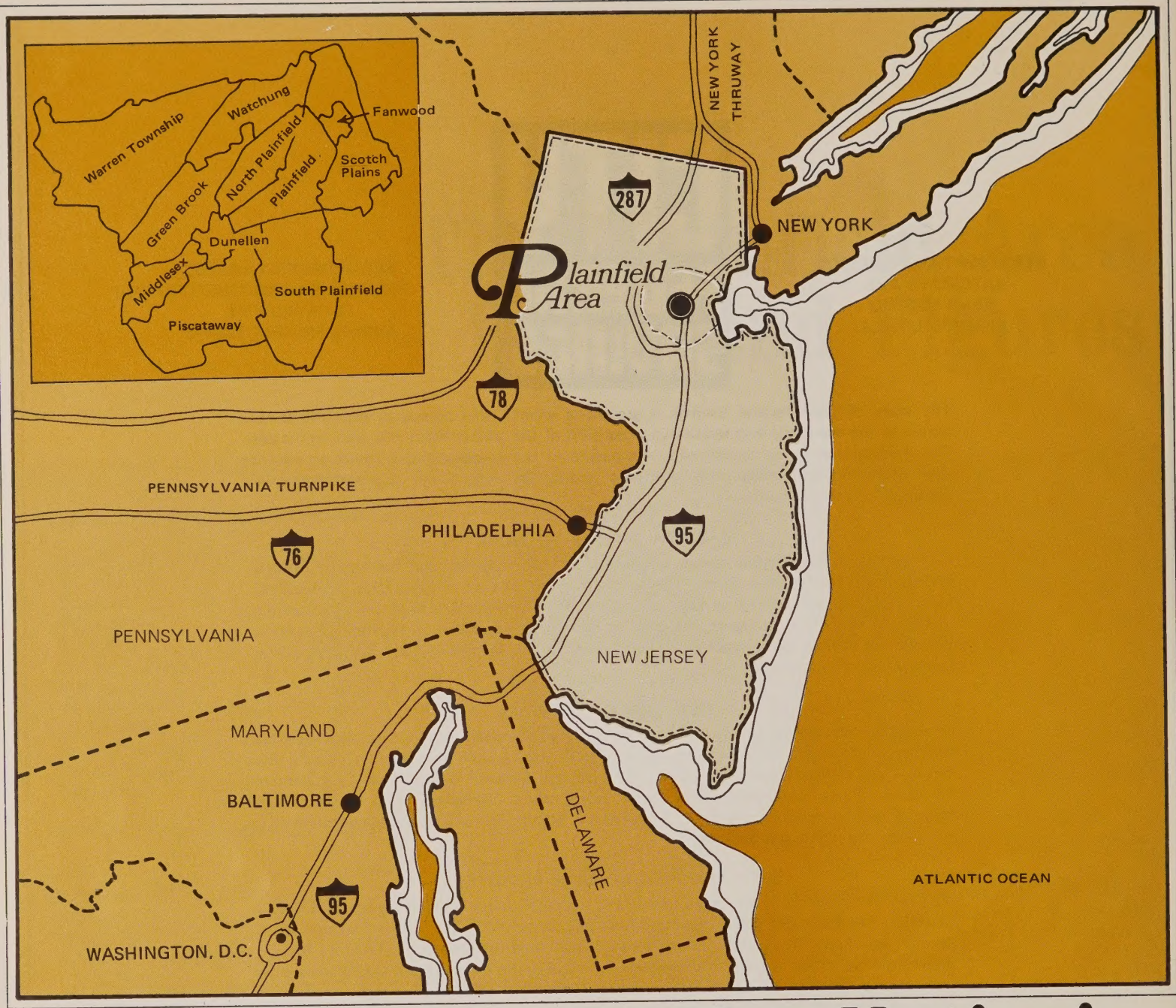
RED CARPET SERVICES

In addition we are proud of our well-known Red Carpet Services that provide added benefits beyond the dividend rate. Free check cashing, low cost Money Orders, Free Parking and College Education Loans, Walk-Up and Drive-In Windows all have attracted thousands of new customers. We also offer many new conveniences to meet the customer needs of each community we serve. Featured is a lengthy banking week with extra hours on local shopping nights and Saturdays.

INTO THE FUTURE WITH PLAINFIELD

We have expanded over the years throughout Union County and into Essex and Morris Counties. The Plainfield office, resulting from the merger with the former Representative Savings and Loan Association is our newest. The Advisory Board of Directors for the Representative office are all local residents who know the needs of the area and have its interests at heart. Savings deposited in the Plainfield office, joined with surplus funds from other offices, are invested in the growth and economic development of the greater Plainfield area. Spurred on by the Plainfield Redevelopment Agency, great things are being planned for the future and City Federal Savings intends to do its part in bringing this about. We will continue the same policies that have made us the largest home mortgage lenders in Union County for decades.





Pivotal Point on the Nation's North-South Corridor

The Plainfield Area—the core city and its surrounding boroughs and townships—lies directly on the vital New York—Philadelphia—Washington Corridor. Its proximity to great urban centers makes it a link in the economic chain that binds the eastern half of the nation. Its nearness to the bustling seaports of New York, Newark, Elizabeth and Philadelphia, brings the Plainfield Area into profitable contact with the world.

Geographically, the Plainfield Area lies in the north-central portion of the Corridor State, New Jersey. This is pleasant country, dominated by the scenic Watchung Mountains, overlaying its great industrial and commercial component with a rich livability. The Plainfield Area is just a short drive from the New Jersey seacoast with its multitude of water-borne recreational opportunities. It is close to mountains and forests, the vast preserves of the New Jersey parks. Culturally mature in itself, it lies within easy reach of New York's theater and restaurant district, Lincoln Center, and all of Philadelphia's facilities.

Few places offer the roster of industrial, cultural and social advantages of the Plainfield Area. Over 283,000 people enjoy these advantages today, and their number is rapidly growing. There's a warm invitation extended to you to join them.

Patrick L. Hedden Agency

The Patrick L. Hedden Agency offers a personalized real estate and insurance service to meet the needs of individuals desiring both town and country properties. Three modern offices with full- time experienced salesmen will assist you in finding that one home which best fits your family requirements pertaining to location, living area, schools and transportation. All forms of financing are available.

The Hedden Agency has serviced the Plainfield, Watchung and Scotch Plains area for close to 30 years. It has a highly rated reputation for friendly and efficient service. Members of three Multiple Listing Services covering such communities such as Bernardsville, Westfield, Bridgewater, Watchung, the Plainfields, Scotch Plains and Fanwood. You can be sure that house hunting with a member of the Hedden Agency will be a pleasure, and that your purchase or sale will be handled in an intelligent, personalized manner.

302 Somerset St., North Plainfield	Phone 756-7326
7 Mount Bethel Road, Warren	754-7511
356 Park Avenue, Scotch Plains	322-9102

BEFORE YOU BUY OR SELL . . . CONSULT
CHARLES B. CLARK COMPANY
OVER 30 YEARS' SERVICE TO THE COMMUNITY

- SALES
- RENTALS
- APPRAISAL
- INSURANCE

TWO CONVENIENT OFFICES TO SERVE YOU.

1601 Park Ave., Plainfield, N.J. Phone 755-3000

178 Mt. Bethel Rd., Warren Township, N.J. Phone 647-2200

ABSOLUTE FIRE PROTECTION COMPANY, INC.

For over 22 years the Absolute Fire Protection Company, Inc. has specialized in Service and Sales of Fire Fighting and Safety Equipment. They presently are New Jersey's largest Fire Extinguisher Servicing Firm and are available 24 hours a day; giving prompt, reliable, efficient and courteous service. Their large fleet of fully equipped Modern Vehicles are manned by highly trained and knowledgeable servicemen who are immediately dispatched on all emergency fire calls. They but ask to be permitted to help you safeguard your home, office, store, plant, warehouse or truck fleet from the ravages of fire.

2800 Hamilton Blvd.
So. Plainfield, N.J. 07080 Phone 757-3600

QUEEN CITY SAVINGS AND LOAN ASSOCIATION

Queen City Savings and Loan Association is growing with the Plainfield Area! With assets in excess of $50 million, Queen City Savings, in its 80th year, now has a new office with drive-in facilities to serve the savings and mortgage needs of the expanding area.

Consistently paying the highest savings rates in the area, Queen City Savings now pays the basic savings rate of 4½% and offers 6-month savings certificates of 5% and 5¼%.

Queen City, your "Home Mortgage Headquarters" offers Conventional, VA and FHA mortgage financing.

The many services of Queen City Savings and Loan Association include Christmas and Vacation Clubs, Money Orders, Travelers Checks, Savings Bonds and Account loans.

Main Office-107 Park Ave., Plainfield Phone 757-4400

Branch Office-1922 Westfield Ave., Scotch Plains Phone 322-7660

Opportunity's Hometown

Plainfield Area from the air

The Northeast Corridor of the United States lies in a broad swath across the corner of the continent. A complex of roads, homes, industries and waterways, it is the future megalopolis of the nation.

At its center is the Plainfield Area. This remarkable part of the country lies in what once was deeply-wooded New Jersey farmland. Its industrial complex has thriven and grown in the past two decades to proportions of outstanding significance. It's a place of great variety and opportunity. It encompasses the sharply rolling hills of the Watchung Mountains and wide stretches of plain. The core city, Plainfield, is a busy, bustling, urban center; a typical American city of 50,000 population. Around the periphery of the core city are ten municipalities, distinctly varied within themselves. Some are quiet, suburban communities. Some hum with industrial and commercial activity that rivals the core city itself.

Scotch Plains, with the township of Fanwood nestled in its borders, is primarily residential. So are Watchung, Green Brook, Warren Township, North

Unloading the S.S. American Lancer on her maiden voyage to Port Elizabeth

Beautiful homes in gracious settings are to be found throughout the area

Plainfield and Dunellen. Yet each of these is thriving in its own right with growing industry and commerce. Middlesex and South Plainfield are already well industrialized.

Piscataway is delightfully residential, but it is the scene of a major university's research activities, a growing medical and scientific center. As such, it has attracted sophisticated and campus-type industry and an unusually well-educated kind of resident.

The sum of all these parts is the Plainfield Area, a part of the nation that defies typification. It is central to everything, in convenient juxtaposition to the great seaports and airports of the east. Its neighbors are the urban giants of New York City, Newark, Philadelphia. It has drawn economic nourishment from these cities, taking in the industry that has fled urban sprawl since World War II, but it has retained for itself a distinct and pleasant identity.

The Plainfield Area lies across three counties: Union, Middlesex and Somerset, and it is identified with all of these. It is composed of eleven separate political entities, each an independently functioning community. Yet, its industrial and social progress is remarkable in its inter-community cooperation. Its population is well-mixed

Rutgers—The State University

Many new apartments can be found in the Plainfield area

Ashbrook Golf Course in Scotch Plains

Major highways link the Plainfield area with the Nation

and cosmopolitan. Yet its people, through their dedicated social agencies and through their individual attitudes and actions, have striven for, and gained, an enviable degree of intergroup harmony. The Plainfield Area United Community Services supports many group and individual service agencies: YMCA, YWCA, Boy Scouts and Girl Scouts, Red Cross and others. All major service and fraternal clubs and organizations are represented throughout the communities of the Plainfield Area.

Plainfield Area people travel with speed and convenience to New York's theater district to see the best of drama . . . or to Philadelphia to hear the famous Philharmonic. The famous Garden State Art Center, a complex of the performing and visual arts, is only 30 minutes away. Or, they stay home and hear their own well-known Plainfield Symphony. They attend art exhibits at famous New York galleries and museums; or they stay at home and enjoy the cultural fare that comes to them locally. They enjoy the best of two worlds; restful suburbia and dynamic urbia.

The same might be said of industry. Room in plenty is offered in the industrial parks and zones of the Plainfield Area. Yet the advantages of big-city economic life are very near-at-hand. Historically, Plainfield was the site of elegant residences of New York industrial tycoons. Today, industry has followed its masters to the Plainfield Area.

Growth in the area has been rapid, well-planned and orderly. People, business and industry have all profited from living in the Plainfield Area. Professionals . . . doctors, teachers, nurses, engineers, scientists and technologists . . . enjoy life in a community that offers a rich livability combined with personal economic opportunity.

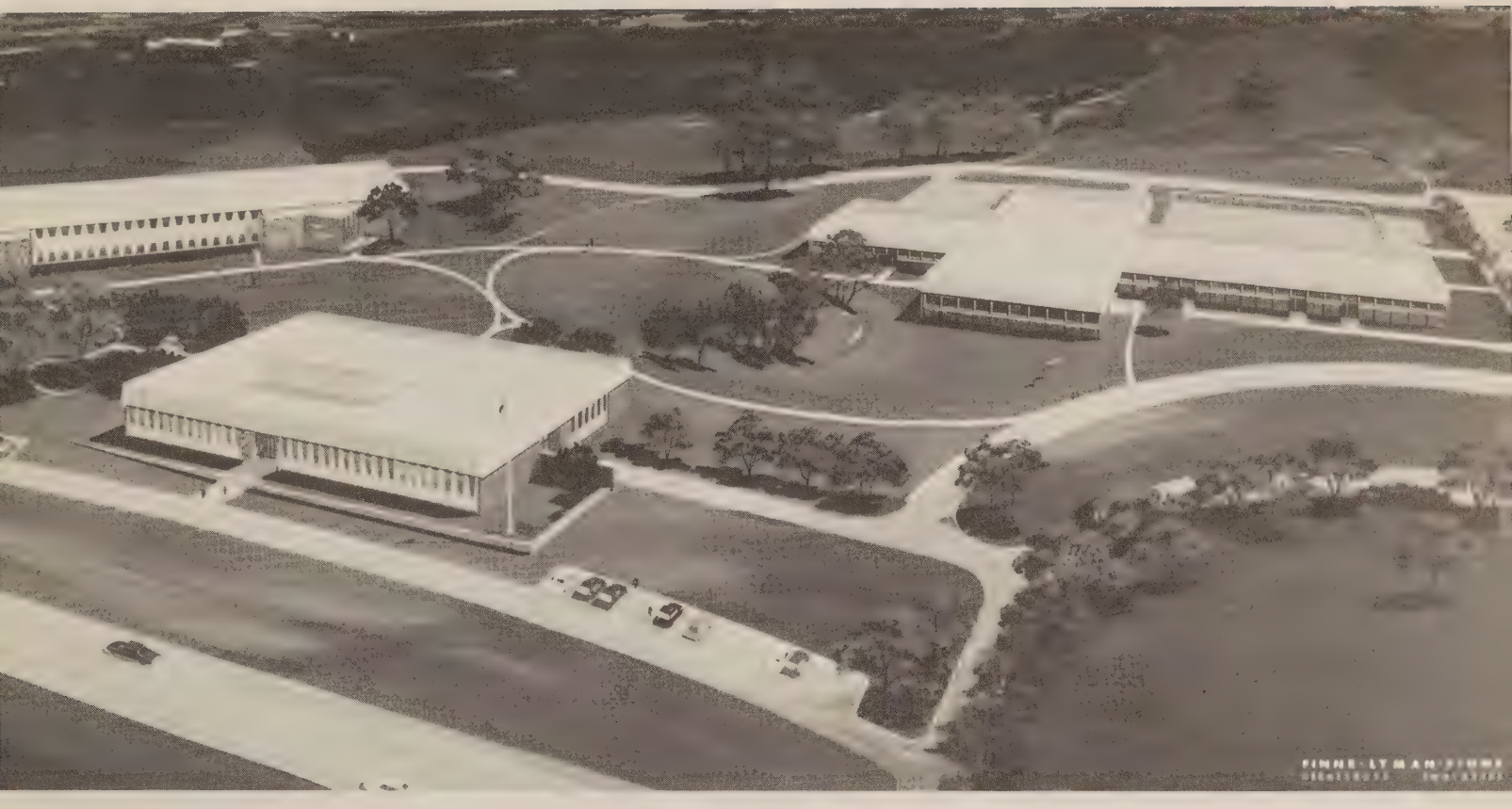
The curve has not come near its peak. When the New York City World Trade Center opens, industry in the Plainfield Area will take on a new and important international dimension to add to its burgeoning growth. Entering the Plainfield Area now is still getting in on the beginning of the dramatic and dynamic importance the Plainfield Area holds for America's future.

The Kellogg Building in Piscataway

Dusk settles on downtown Plainfield

Plainfield City Hall

Bamberger
PLAINFIELD



Rendering of Union County Vocational Technical High School, Scotch Plains, now under construction

Scotch Plains Public Library

Warren Township Public Library

Suburban
TRUST COMPANY

FULL BANKING SERVICE SINCE 1892

What is a full service bank?

It is Suburban Trust Company, because they offer you every banking service you'll ever need . . . under one roof . . . in just one stop.

This reliable banking institution can save you time and effort and give expert guidance on all your financial requirements.

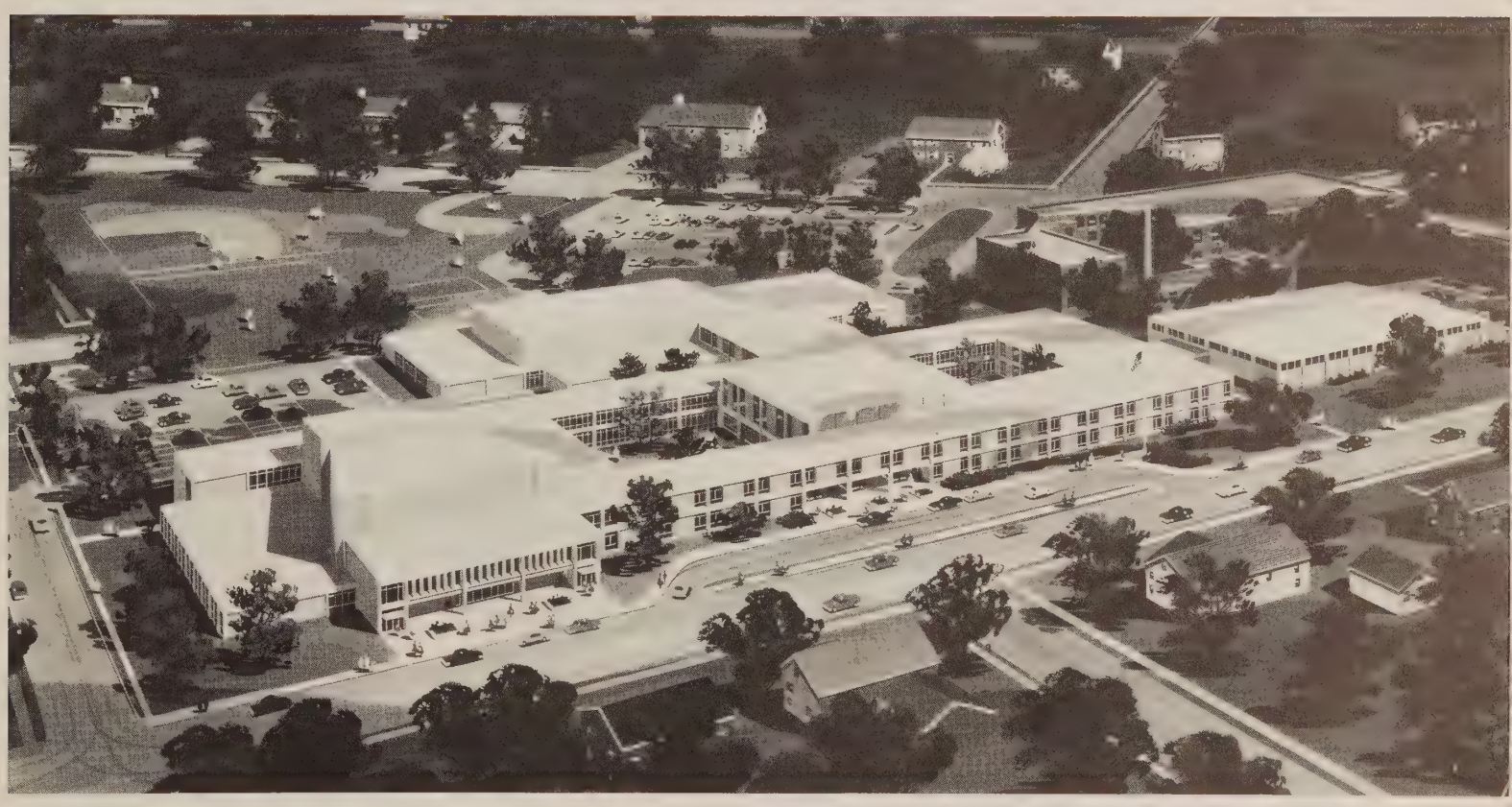
Seventy-seven years ago the incorporators of Suburban were granted a banking charter in Westfield. Today, Suburban Trust Company serves Western Union County through ten locations in five towns and has resources totaling over $90 million dollars.

New services and additional facilities have paved the way for increased business. Included are drive-in banking, walk-up windows, safe deposit box facilities and expanded computer services.

Visit Suburban Trust Company soon. You'll find a warm welcome and a friendly staff to serve you.

Plainfield: 201 E. Front St., Cor. Watchung Ave. 07060-drive-in Roosevelt Ave. & E 4th St.
Scotch Plains: 460 Park Ave. 07076-drive-in Rear Bank Bldg.
Westfield: 170 E. Broad St. 07090-drive-in 221 Clark St.
Garwood: 100 Center St. 07027-drive-in Cor. South Ave. & West St.
Cranford: 2 North Ave. W. 07016-drive-in 35 North Ave. W.
Phone for all offices: (201) 232-2300

School Systems that Set Challenging Standards



Rendering of Plainfield's new high school, now under construction

The Plainfield Area is the birthplace of public education in the State of New Jersey. The first public school in the state opened its doors in Plainfield in 1847. From this pioneering effort, a public and private educational complex has been developed in the Plainfield Area that stands second to none in its progressive ideas and accomplishments. Each community in the area has a carefully tailored educational program to meet its individual needs, yet all school systems are unified in the common goal of providing the best and most modern education possible.

An indication of the area's concern for quality public education is reflected by the substantial sums of money expended toward that end. In the past two years or so, expenditures for capital outlays for new construction and modernization exceed $30 million. This is in addition to the $32 million expended annually for general operating purposes. Excellent facilities, modern equipment and innovative programs, backed by the highest of teaching standards and salary scales to match, attract a demonstrably superior and stable faculty to Plainfield Area schools. As an example, Plainfield, which has the area's largest school system, boasts an average tenure for its instructional staff of 13 years.

The quality of public education in the Plainfield Area is superior. It is reflected by the fact that an average of 63 percent of all graduates from area high schools go on to higher education. And for those who do not, substantial job-oriented training is provided.

Program emphasis varies from school system to school system. However, all systems provide comprehensive curricula. Speech therapists, reading and learning disability specialists,

Watchung School

North Plainfield High School

Small classes offer individual attention

as well as psychological and psychiatric personnel are to be found in all systems. Well equipped laboratories for science and language provide students with outstanding learning opportunities.

Pioneering and innovative instruction has been the rule rather than the exception in Plainfield Area schools. The introduction of the Initial Teaching Alphabet system of reading in North Plainfield and Warren Township, the elementary students' exposure to foreign languages in Watchung and Green Brook, new math and modern dance programs in North Plainfield, a unique "job-oriented" curriculum for the retarded in Piscataway, leadership in implementing courses in Afro-American History in Plainfield and Piscataway, and the "honors" programs in Scotch Plains which offer students a fifth year of secondary education, are just some of the programs that have provided the models for many other communities to follow.

The most recent monument to educational endeavor is currently rising in the core city of Plainfield where an $8 million high school complex is now under construction. Designed to serve the dual function of an ultra-modern teaching plant and a community center, the complex will contain an air-conditioned auditorium to seat 1,500 and multi-purpose gymnasium which will accommodate 2,200 spectators for athletic events.

In addition to the outstanding academic programs offered in Plainfield Area public schools, each system provides its students with the opportunity to participate in a wide range of intramural and regional athletic activities. Football, basketball, baseball, track and field events as well as swimming, wrestling and golf, are among the many competitive programs from which students can choose. In addition to turning out championship athletic teams, the Plainfield Area schools lead in the quality of their marching bands and orchestras. Dramatic clubs, choral groups and special interest clubs round out a full range of extra-curricular activities in the area's schools.

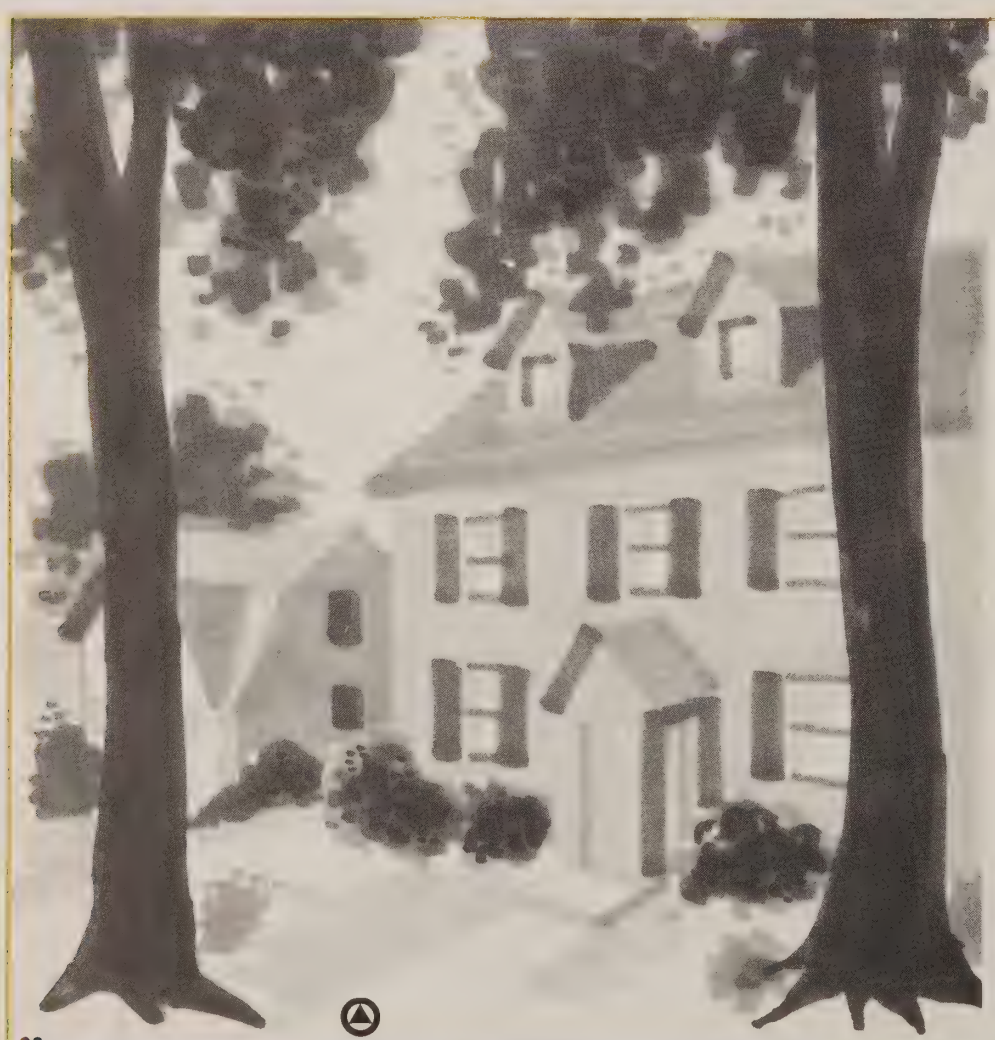
The Plainfield Area, in addition to providing finest quality education for its youth, is virtually a mecca of opportunity for adults. Both Plainfield and North Plainfield offer comprehensive adult education programs to the entire region. A wide spectrum of

Competent teachers assure quality instruction

Wide range of intermural and intramural athletic activities are found in Plainfield Area public schools

INTERSTATE PRINTING CORPORATION . . .

a versatile service for hundreds of printing buyers in the greater metropolitan area. Interstate is proud to number among its customers many of the large industrial enterprises of the nation, as well as area establishments of all kinds. Educational institutions surrounding us have found in Interstate a reliable source for their diversified requirements. Our plant is fully equipped for typesetting, letterpress and lithography, and binding. Our particular capabilities include all forms of color work, publications and labels. A call to 756-4900 or a visit to our offices at 400 Watchung Avenue, Plainfield, will put you in touch with central New Jersey's leading printer.



Plainfield . . .
where you work
only a few minutes
from where you live.

Why belabor a point? You know and we know how attractive the Plainfield area is as an industrial or office site. But the Plainfield area gives you something special during non-working hours. Such as the kind of home you've always dreamed of . . . only a few minutes from your office. The finest in educational facilities, all the way from nursery school to graduate school, for your children. Some of the largest, newest shopping areas for your wife.

We'd like to tell you all about the Plainfield area and the rest of New Jersey. Our big, colorful booklet, "New Jersey—Land of Amazing Advantages," has the full story. For your free copy, write to Public Service Electric and Gas Company, 98 Park Place, Newark, New Jersey 07101.

Plainfield is its own suburb.

Public Service Electric and Gas Company

vocational and avocational subjects is offered in both spring and fall evening semesters. These uniquely broad programs are structured to meet most every need and interest ranging from college and graduate courses to instruction in guitar and sewing. Specialized business related programs are also an important segment of the adult school programs.

In addition to its excellent public education system, the area boasts outstanding parochial and private schools.

Plainfield's Hartridge School for Girls and Wardlaw Country Day School for Boys have ranked among New Jersey's most prestigious preparatory schools for nearly a century. Wardlaw, with an enrollment of 290 boys in a K-12 program, sends all of its graduates to college, the majority on the Ivy League level. It presently is completing a new $2,000,000 campus-type facility.

Hartridge has an enrollment of 280, also on a K-12 schedule. More than 90 percent of its graduates attend college.

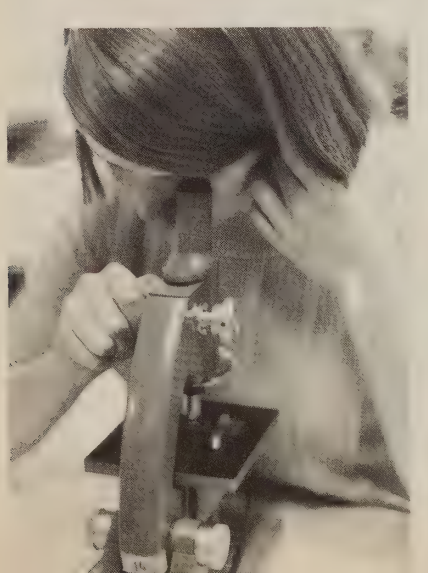
The archdioceses of Newark and Trenton operate an extensive and modern school system in the 11 communities of the Plainfield Area, with ecumenical, open enrollment policy. Great emphasis has been placed on high school development, with at least five from which to choose. Mount St. Mary's Academy in North Plainfield is an internationally known boarding school for girls, operated by the same faculty that serves as staff at Georgian Court College in Lakewood, N. J.

These fine facilities, plus the many other institutions of higher learning mentioned elsewhere in this brochure, make it obvious that great educational strength lies in the Plainfield Area.

New Green Brook High School

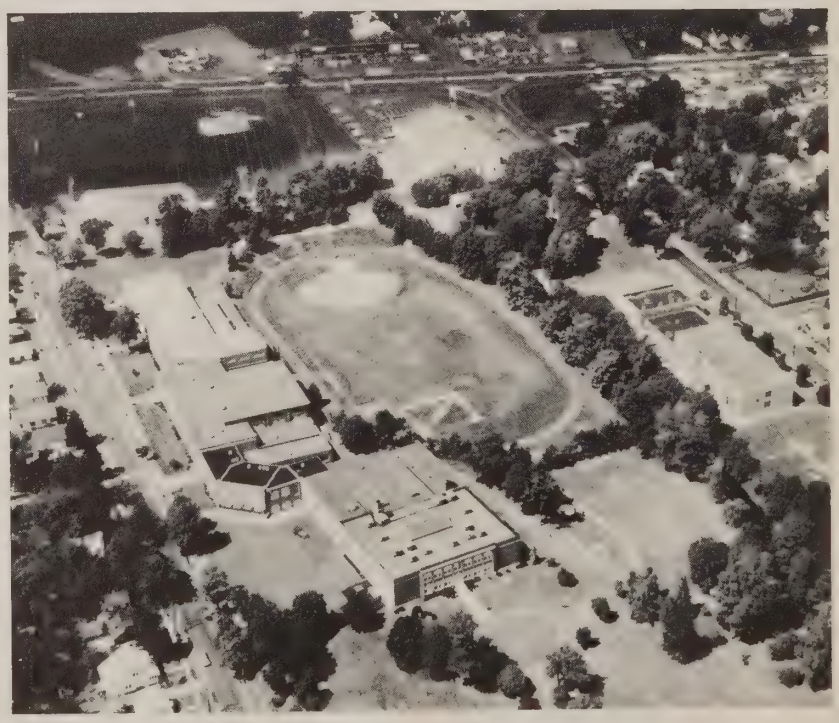
South Plainfield High School

Individual and group instruction provide well rounded programs



Warren Township Elementary School

Vocational Training an important segment of Plainfield's educational program



St. Joseph's Parochial School, North Plainfield

WERNER'S LAKE EDGE

This cozy little restaurant overlooks beautiful Watchung Lake. It is noted for its hearty German and American dishes, including weinerschnitzel, sauerbraten, pot roast, potato pancakes and flavorful red cabbage, all cooked to order by expert chefs.

Friendly, courteous waitresses attend your every need quickly and efficiently.

Come in, gather round and raise your glass in a hearty toast!

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Since 1947 this reliable concern has been serving its customers quickly and efficiently. The firm is one of the most popular mailing and printing services in the Plainfield area.

Extensive equipment and facilities add to the effectiveness of FairMail. No job is too large or too small for this experienced concern to handle. When you need work done with intelligence and speed, FairMail is the ideal answer.

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All professional counselors are specialists and state licensed. Plainfield's Snelling and Snelling is part of the nation's largest professional employment service with over 400 offices coast-to-coast.

40 Somerset Street, Plainfield — Phone 753-7400

Advanced Education in Great Quantity and Quality

Ten miles south of the heart of the Plainfield Area lies the broad campus of Rutgers, the State University. While the university is generally thought to be located in the city of New Brunswick, its recent expansion and new construction have been within the Plainfield Area, in Piscataway. This construction includes a $19,000,000 addition to Rutgers' medical school, an $80,000,000 teaching hospital in the construction stage, and a Science and Engineering Center. All of this adds enrichment to the Plainfield Area's educational opportunities.

Rutgers is famous for the breadth and scope of its capabilities in engineering and the liberal arts. It offers programs to the doctoral level, and beyond, in every educational specialty. Costs for state residents are moderate.

Rutgers offers one of the few graduate summer schools specializing in banking and finance, the Stonier Graduate School of Banking. Meeting two weeks each summer, this series of lectures and seminars is sponsored by

Rutgers—The State University

Crew racing at Rutgers

The Madison Campus of Fairleigh Dickinson University

Stonier Hall, Rutgers new dormitory for graduate students

Fairleigh Dickinson University

the American Banking Association and is attended by junior and senior-level banking executives from all over the country. Completion certificates are awarded.

Douglass College for women is part of the Rutgers complex.

The Piscataway campus of the university, extending over 2,000 acres, and the nearby Kilmer campus, will bring one of the nation's major research centers to the Plainfield Area. There will be three totally new colleges on these campuses, as well as significant additions to teaching, research, library and medical facilities. Plans for the future dwarf even these grandiose plans as Rutgers expands to meet increasing enrollment and educational services to a community of growing technological emphasis.

A bit farther away, about 30 miles from the Plainfield Area, still easily reachable by automobile or public transportation, is the unparalleled academic complex of Princeton, an intellectual resource famous throughout the world. About the same distance to the northeast are New York City's colleges and universities: Columbia, Fordham, New York University and others.

To the student seeking opportunities for higher education; to the engineer, scientist and technologist looking for advanced courses and degrees; to the businessman and industrialist seeking expert guidance and consultation, the Plainfield Area is a fortunate choice.

Fairleigh Dickinson, Upsala, Stevens Institute of Technology and

Rutgers' Powers Court

Newark College of Engineering are among the nearby numerous colleges and universities.

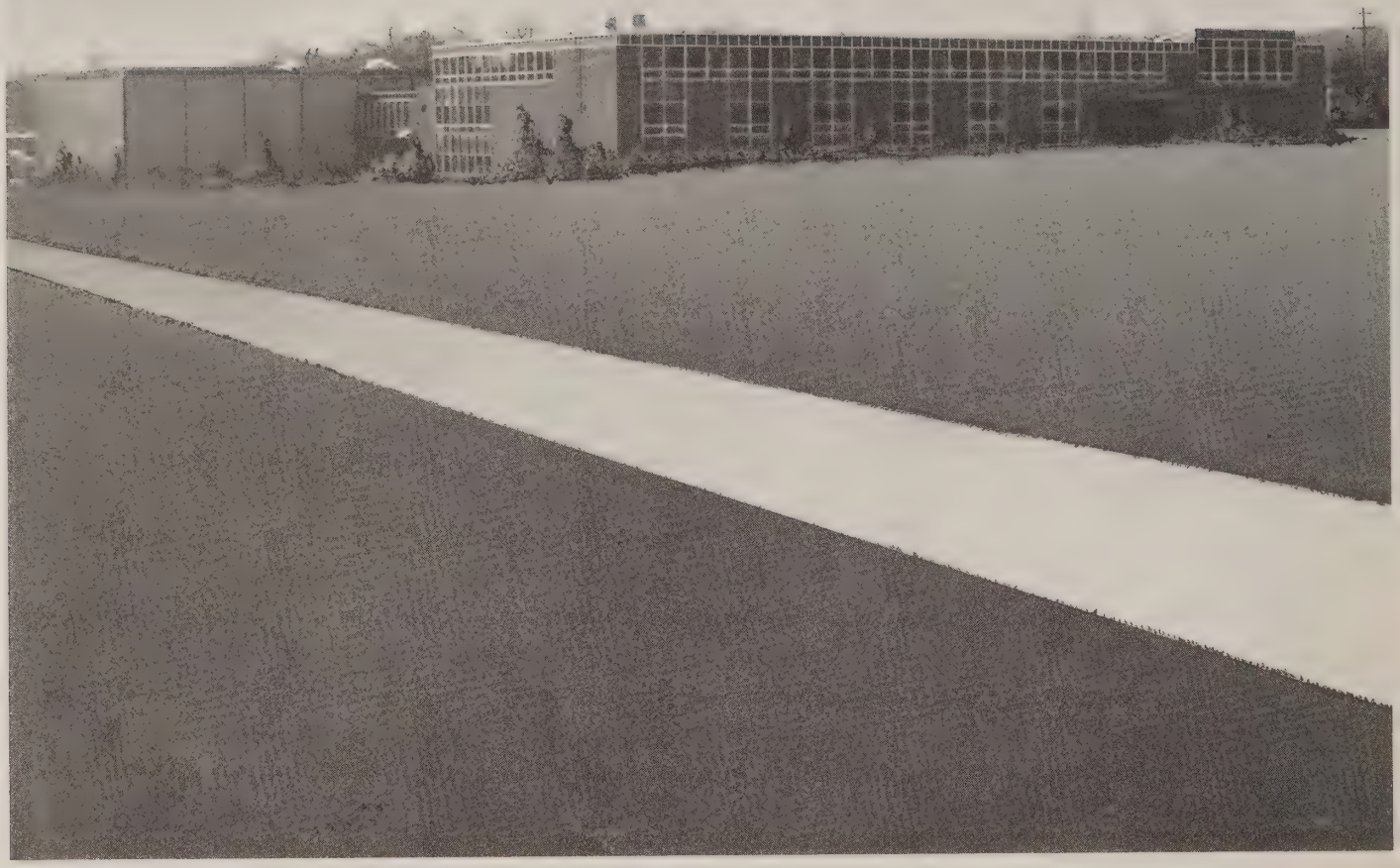
Two new junior colleges are located within the Plainfield Area or just on its borders. Middlesex County College in Edison and Somerset County College, using temporary facilities at Green Brook High School, both offer associate degrees in arts, sciences and technologies; university parallel transfer courses and terminal courses in data processing, medical technology, business skills and secretarial science, along with many other specialized fields of study. Somerset College is constructing its own campus, a wooded 220-acre site, scheduled to open soon.

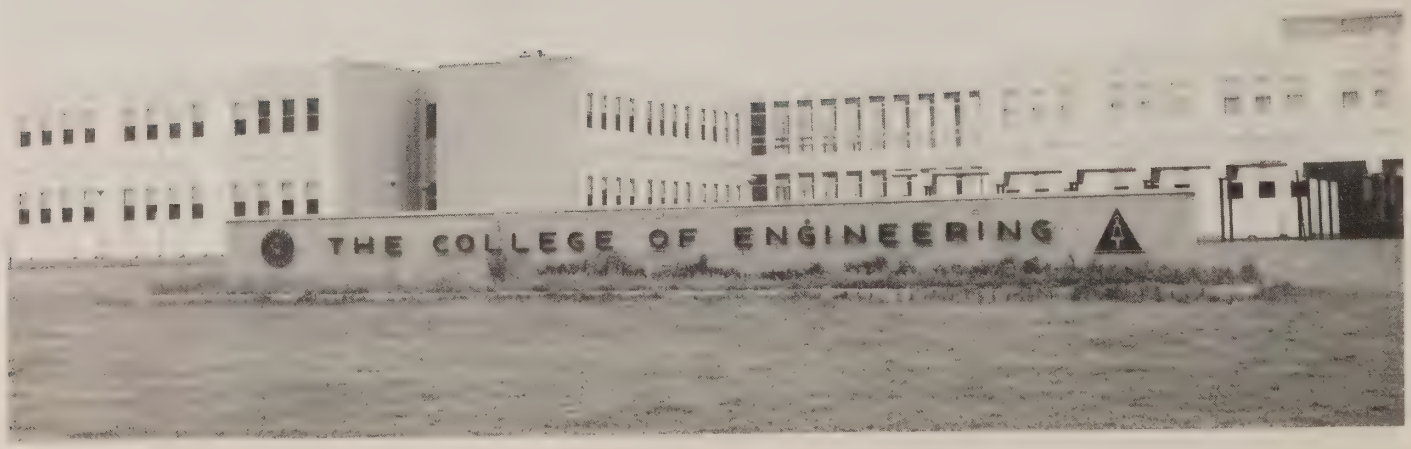
Union College in Cranford, an extraordinarily well-equipped two-year institution, offers a comprehensive program of university transfer and career courses. The double-domed projector planetarium and observatory of this school is famous throughout the academic community, and a frequent visiting-place for high school and elementary school students of the area.

Much industry has entered the Plainfield Area in response to the superb opportunities the area affords for higher education and expert consultation. This is especially true of sophisticated industry, leaning heavily on EDP and automated techniques where the spheres of the scientist and the industrialist merge into one.

The nearness of great centers of learning; the number of university personnel, teaching and administrative, who reside in the area; the scholarly and cultural atmosphere provided by the colleges and universities of the Plainfield Area, are all a significant part of the pride and pleasure of living in the Plainfield Area.

Middlesex County College, Edison




THE COLLEGE OF ENGINEERING

Union County Volkswagen Inc.

UNION COUNTY VOLKSWAGEN, INC.
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Plainfield, N. J.

Your Authorized Volkswagen Center

Phone 756 - 7400

A Mature Cultural Tradition Expressed in Many Modern Forms

"Looking over the Cliff" by Winslow Homer is one of the many valuable paintings on display at the Plainfield Library

Through its years the Plainfield Area has established a firm tradition of cultural maturity. Its people participate enthusiastically in the entire range of cultural activities: concerts, exhibitions and professional performance all find a warm welcome in the area.

Plainfield is home to the oldest non-professional symphony orchestra in the country, the 60-piece Plainfield Symphony. Under professional direction, its desks staffed by skilled and talented non-professionals from all over the Plainfield Area, this instrumental ensemble performs an ambitious series of concerts ranging in repertoire from the standard orchestral classics through the new and experimental *genre* in music.

The symphony's Saturday morning series of children's concerts finds the orchestra performing for youngsters who sit in wide-eyed attention on the floor while the symphony's conductor dissects musical works, explaining thematic relations of musical forms, scoring and instrumental arrangement. DeBussy's "Children's Corner"; Prokofieff's "Peter and the Wolf" and other juvenile classics are performed this way, but the program enters into more sophisticated music as well, whetting the youngsters' appetites and sharpening their appreciation of musical art.

The Plainfield Choral Society of 70 voices is also non-professional, but professionally conducted. This racially integrated group, drawn from the entire area, performs *a capella* with piano accompaniment and with small instrumental ensembles. It recently performed Duke Ellington's religious jazz compositions under the composer's direction. It renders regular concerts of a broad scope of vocal music ranging from popular classics through the works of Bach and other Baroque composers. The Choral Society has a young people's section, training voices for future performance and extending opportunities for participation to the area's youth.

The Choral Society sponsors its own chamber ensemble of 35 pieces, many of whom are professional performers. They are sponsors of the area's Youth Orchestra, a 60-member group, and of a Boys' Choir. In many instances, such as in the rendering of Handel's "Messiah" at Christmas time, and the Bach "Mass in B-minor" in the spring, professional soloists are enlisted to bolster the group's non-professional ranks.

The Mendelssohn Glee Club, named for the composer, is another of the area's vocal musical entities, giving regular, well-attended concerts. Interest in vocal music ranges through all

The Plainfield Choral Society Chorus and Chamber Orchestra in concert

Head Start classes benefit many of Plainfield's youngsters

forms to the informal, close harmonies of a Barbershop Quartet.

Community Concerts bring the luminaries of the concert world into the Plainfield Area. At Rutgers, a fabulous concert series brings such names as Vladmir Horowitz and Jascha Heifetz within easy reach of Plainfield.

The area abounds in artistic interest. The Plainfield Public Library owns three Winslow Homers, as well as several other valuable oils. Traveling and borrowed exhibits from museums in Newark and Trenton bring eclectic collections to Plainfield.

The annual Festival of Arts, sponsored by the Chamber of Commerce, brings more than 6,000 individual exhibits to the area, turning Plainfield into a panorama of color. It is a selling, prize-awarding show and spectators come from all over New Jersey and beyond to enjoy it.

With New York's famous theater center . . . on and off Broadway . . . so close at hand, and with cultural resources of Eastern Pennsylvania—Philadelphia and Bucks County, and the abundance of summer theater in the area, it seems natural that the Plainfield Area should exhibit an intense interest in the drama, and this is the case. Each community has at least one Little Theater group. The Parish Players in Plainfield conduct an active program of workshop and performance, mostly in light contemporary comedy. The Center Players at the Jewish Community Center prefer a deeper dramatic form, producing contemporary classic: Chekhov, O'Neill and Shaw. The Fanwood Philathalians, a 35-year-old group, present three or four plays yearly, and the North Plainfield League of the Cultural Arts produces musical plays such as their recent production of "The Bells Are Ringing." The Scotch Plains Players also prefer musical fare such as "South Pacific" and "West Side Story."

In addition to these fine non-professional groups there is outstanding professional theater at the Paper Mill Playhouse in Millburn and the St. John Terrell musical theater-in-the-round in Lambertville, as well as others in Bucks County, Pennsylvania. The Foothills Playhouse in Middlesex presents both amateur and professional productions. The famous Garden State Arts Center is conveniently located on the Garden State Parkway.

The air-conditioned, acoustically engineered auditorium under construction as part of the new Plainfield High School will have stage facilities sufficient to accommodate both full-scale metropolitan symphony orchestra and professional presentation. As a cultural center for the community it will be second to none, a worthy home for the existing and growing cultural component of the Plainfield Area.

The Plainfield Symphony

Annual outdoor Festival of Arts

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FULL AMERICAN AND CONTINENTAL MENU
OPEN 7 DAYS A WEEK
TUESDAY . . . SPECIAL CHAMPAGNE DINNER

This outstanding eating place has five different size banquet rooms that will hold from 4 to 200 people for small, intimate parties or large family gatherings.

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Still selling Steinways at the "same old stand"

(...and 3 additional "stands" in New Jersey)

Back in 1915, when this picture was taken, Jerseyans were buying Steinway pianos at Griffith.

Today, Griffith still sells Steinways and other fine makes of pianos and a full line of organs "at the same old stand" — and, also, at additional showrooms in Morristown, Oradell, Plainfield. What's more, Griffith is still a family business carrying on the same tradition of service which has characterized Griffith Piano Company since its founding way back in the 1800's.

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This reliable investment firm specializes in stocks, bonds, mutual funds and commodities. Well-trained, experienced representatives give you individual attention and advice.

Orvis Brothers & Co. first moved to Plainfield in 1932. They have expanded and grown to be one of the most profitable units in the Orvis Brothers branch office chain.

Members of the New York Stock Exchange and other leading exchanges.

145 Park Avenue, Plainfield Phone 757-7700 or 356-7800

Outstanding Library Facilities

Plainfield's new public library is totally outstanding in every way. Its building, opened in April 1968, represents the forefront of architectural thinking. Its collections include an unparalleled number and variety of scholarly materials and reference volumes for business and industry. Its services, in addition to circulation of books, periodicals, films and phonograph records, go well beyond the expected into areas of community service that few libraries have explored before.

The building is located on Park Avenue near Plainfield's downtown section. Surrounded by a portico on three sides, air-conditioned and enclosed in tinted glass to provide a restful view of landscaping, the building houses a collection of 130,000 volumes, with 9,000 yearly additions.

In the center of the building is a lightly splashing pool and fountain built into a sunken patio. On the reading levels above, seats are sculptured and upholstered, arranged around low tables. At both sides of the library building, private study carrels give total quiet and privacy for student and scholar.

On the lower level are shelves containing periodicals, some of which date back to the late 17th Century! . . . an invaluable aid to scholars and researchers. The living history of America is here in day-to-day journals. The very spacious children's room is on the lower level, too, with its gaily colored decor, story pits and furniture scaled down to size. Two full-time children's librarians staff this special service to the area's very young.

While each of the Plainfield Area communities has its own free public library, the Plainfield library ranks as an Area Reference Library and provides services to all. To residents of Plainfield, and to those who work in the city, the library is free; others pay a very nominal charge for use.

Businessmen make extensive use of the library's subscriptions to 357 periodicals; of its comprehensive reference collections; of its telephone directories for every major city in the nation. The library houses a complete Patent Office Gazette. Volumes which are not available at local libraries are requested from the Plainfield library. If the volume is not at Plainfield it is requested from the State Library at Trenton.

Telephone information services are another extensively used service. Recently, an amateur painter wanted to know the exact coloration of an obscure oil painting. He had a sketch of the painting and wanted to duplicate the colors. The State Library wrote to the museum in Europe where the original was located, and was able to give a precise description of color to the hobbyist. Similarly, the library's Reference Referral Service will telephone anywhere in the United States to answer technical questions beyond the scope of its own reference section. This service is free to Plainfield citizens.

A 220-seat auditorium is used for lectures, meetings of cultural groups and film showings. Equipped for stereophonic sound which may, incidentally, be piped throughout the building and to the exterior portico, the auditorium is a focal point of community activity. Films are also loaned to anyone owning a 16mm sound projector. The library's membership in the Film Circuit makes a great variety of films available to cardholders, in addition to the library's own collection of films. The same is true of color slides and filmstrips.

The library's music section includes a comprehensive collection of choral and instrumental scores and parts. Phonograph records may be borrowed for a few cents a day, or they may be played on the library's own stereophonic record players feeding into stereo headsets.

While the library goes far beyond the normal standard for a community of Plainfield's size, it is no more than might be expected from a culturally-advanced, sophisticated city. High School students borrow books at college level with surprising frequency. The music collections; fine, old and rare books; reference volumes and other esoteric materials are in constant use.

The Plainfield Public Library

Each of the community librarians has a voice in the operation of the Plainfield library, and all of the Plainfield Area communities share a pride in its appearance and utility. Many of the smaller libraries are handsome, well provided with volumes, periodicals and other materials. Both Scotch Plains Library and the John F. Kennedy Memorial Library in Piscataway are new and well-equipped community libraries, important links in the scholarly chain that binds library service in the Plainfield Area. Most libraries have story hours and orientation and guidance services of their own.

Plainfield's magnificent public library is well-supported, both by public monies and by the small change people insist on throwing into the pool. This "wishing well" money is fished out and added to the library's funds. It's a small tribute to the pride and appreciation Plainfield feels for its unmatched library facilities.

To Put It Simply . . . Living in the Plainfield Area Is Simply Wonderful

Residential construction has grown dramatically in the Plainfield Area. Yet this burgeoning growth has not been helter-skelter and fevered. Building has kept good pace with demand; zoning restrictions and code enforcement have maintained an excellent livability and property value throughout the area; voluntary neighborhood associations have worked hard to beautify their streets and to preserve ethnic harmony among the people.

The implication is that the Plainfield Area is an exceptionally good place to live, to work, to raise a family. In the American mainstream, yet quietly suburban, the area offers virtually unlimited opportunities in housing of all kinds, at all price levels.

The Sleepy Hollow section of Plainfield is a well-established area. Its tree-lined streets, velvet lawns and well-maintained homes of thirty years or more, are a comfortable welcome to the newcomer. Houses run from $45,000 up, including a half-acre lot. Sleepy Hollow is not far from the Plainfield Country Club, and its proximity to Muhlenberg Hospital makes it a favored residential site for physicians.

Scotch Plains, especially the south end of that township, offers newer executive housing, featuring impressively large split-levels and Colonials. Swimming pools are a very common residential feature of this particular neighborhood, and properties tend to be large; one acre is a common size. Houses run from $50,000 to $60,000 as a rule, with some variations upward and downward.

The Watchung hills are famous for the beauty of their residential sites and

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Moving means a new home, a new area . . . perhaps even a new state. It can be exciting, a real adventure for your family — but a costly one, as you already know if you've gotten a moving estimate.

However, there *is* another way, one that can be even more exciting — yet costs less. Much less. It's U-HAUL trucks, trailers and moving aids.

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You can learn all about how four million families a year move this modern way, in the new U-HAUL Moving Guide. Get yours free by calling your nearest Dealer (listed in the Yellow Pages under Trucks-Renting and Trailers-Renting), or write: U-HAUL of New Jersey, P.O. Box 69, South Plainfield, New Jersey 07080.

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Green Brook homes

Typical home in Plainfield's Sleepy Hollow

for the gracious elegance of the homes located on them. These are hillside homes, affording breathtaking views of the countryside as far afield as New York's skyline. Large lots, 1-1/2 acres or more, are common. Building styles tend toward the modern and contemporary: large ranches, split-levels and such. In spite of its country atmosphere in the Watchung Mountains, the communities of Watchung and Warren are very close to Plainfield, the core city. Prices run a wide gamut from $25,000 to $75,000.

A great variety of moderately priced housing is also available on an active market. In Piscataway, for example, houses run from $20,000 to $30,000. Residents here have the advantage of living close to the new Rutgers campus, and many faculty members from Rutgers have made the area their home.

North and South Plainfield both offer homes of excellent value on pleasant, tree-studded lots in the $25,000 to $35,000 range. Green Brook and Dunellen, quiet suburban towns, offer about the same price range or higher. Middlesex has a number of small but charming houses at lower price levels, down to $18,000. These tend to be split levels, small ranches and Cape Cod styles, on lots with good-sized frontages and depths. Young married people like these homes and seek them out. They're close to town and schools, and there's an active social life that welcomes newcomers with hospitality and enthusiasm.

There are many garden apartments in Plainfield, with re-zoning going on to permit high-rise construction. In addition to providing homes for those who prefer a more urban atmosphere, these buildings have the added community advantage of increasing ratables.

North Plainfield has a number of charming garden apartment developments along Route 22; Piscataway has its own garden apartments, also. Rentals range from $125 for a one-bedroom apartment, up through $200 for a four-room, two-bedroom apartment.

There are fine executive-type apartment houses in Plainfield, offering deluxe apartment convenience at prices ranging up through $275 for a two-bedroom apartment. Other high-rise apartment houses along Park Avenue and Watchung Avenue in the heart of the city feature terraces and dinettes at the $275 level for a two-bedroom apartment.

The communities lying closest to New York City; Fanwood and Scotch Plains, serve as "bedroom" communities for that metropolitan city. But the Plainfield Area remains a community of home owners with large tracts of still undeveloped land especially in Piscataway and Warren. Better than 75 percent of the area's people own their own homes, care for them and extend a welcoming hand to the new neighbor moving in next door.

Garden apartments in Piscataway

Community Commitment Through Civic Agencies

Social services in the Plainfield Area include vigorous United Fund activities. Deriving from the Community Chest more than 50 years ago in the core city of Plainfield, these organizations have developed resources for the community's future welfare. They provide thoughtful and practical direction while preserving a voluntary approach to these services.

Member agencies currently include more than 20 health, welfare and recreation organizations. Annual campaigns make possible assumption of an equitable share in the agencies' support by all elements of the population. These member agencies provide significant direct and indirect services to the entire area.

Services are offered year-round; organizations are deeply involved in the total community. They try continually to adjust their sights and objectives to changing needs and to emphasize the voluntary approach in asking for support.

Almost every type of social club, fraternal, civic and cultural organization is active in the community. There are golf clubs, women's clubs, men's service and civic clubs, veterans' organizations, fraternal and social organizations, garden clubs, P.T.A.'s, professional associations, sports clubs, drama groups, an art association, a male glee club, a symphony society and a community concert association. These diversified organizations offer creative recreation and participation for area residents whose interests draw them to group activities.

Plainfield Area YWCA

"DEPENDABLE
SERVICE
SINCE 1891"

THIRD GENERATION
NOW SERVING
YOUR NEEDS.

GEO. O. STEVENS

GEO. O. STEVENS has been serving residences and businesses in the Plainfield area with the highest quality fuel and heating service since 1891.

In addition to fuel oil, this reliable firm specializes in heating and air conditioning, humidification, oil burner installations and service, water heaters and water softeners.

Quick, efficient service from friendly, experienced workmen.

Sign up with this old-timer with young ideas. You'll be glad you did!

111 Grant Ave., Plainfield, N. J. Phone 754-4555

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Looking for a gift that is truly different? Send delicious imperial-sized fruit or rich gourmet delights from Fruit O' Plenty. This popular shop has a wealth of a selection of fruits, cheeses, preserves and assorted gourmet foods for you to choose from . . . all attractively packaged and delivered direct.

Fruit O' Plenty will deliver almost anywhere in the world via Telefood Delivery Service.

Remember, this "Home of the beautiful fruit baskets" has the different gift that's welcomed by people of all ages. It's a fine way to say "thank you, get well or congratulations" to family and friends.

164 E. Front St. (Rear), Plainfield Phone PL 4-1020
PL 6-6477

Religious Harmony: A Modern Expression of an Ancient Tradition

Plainfield is a community founded on religiosity, and the quiet, contemplative Friends' Meeting House near Plainfield's City Hall on Watchung Avenue, attests to the area's early piety.

An historic, as well as a religious shrine, the Meeting House is a touchstone with the past, an 18th Century relic still in constant daily use, a lure to the historical-minded of all faiths and persuasions.

While the Meeting House is the oldest religious structure in the area, it is far from the only vintage structure. Holy Cross Episcopal Church has celebrated its 100th Anniversary. This is a very large, beautifully fashioned, frame building in North Plainfield, housing a nursery school and forming a center of community activity as well as religious worship in that town.

Crescent Avenue Presbyterian Church in Plainfield is a classic example of Gothic religious architecture, its tall, narrow, pointed-arch windows and buttressed walls putting one in mind of earlier days; its tall, slender steeple is a handsome landmark in the

Friends' meeting house in Plainfield

Episcopal Church of the Holy Cross

The Congregational Church—Plainfield

Temple Sholom

center of Plainfield and is one of the many beautiful religious structures found throughout the area.

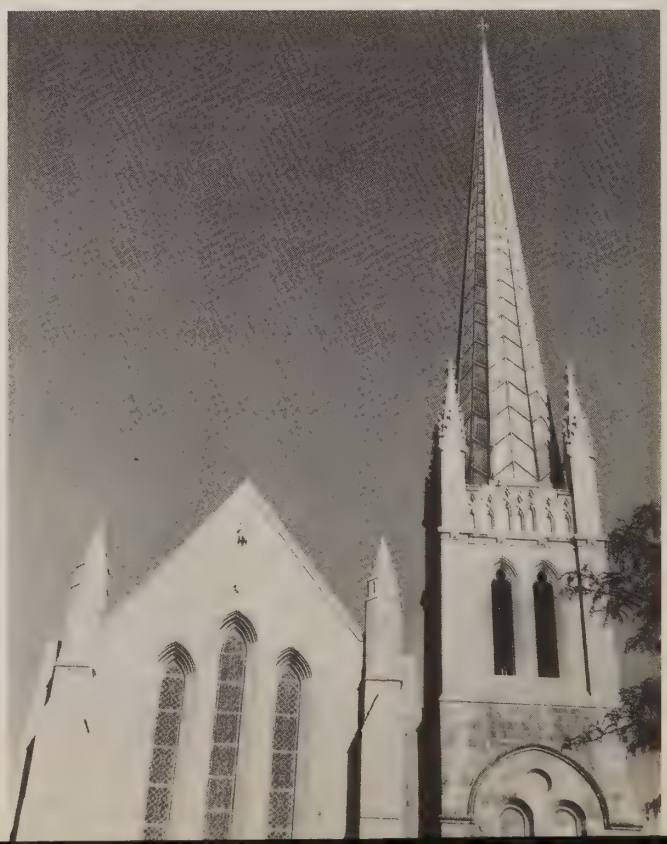
There are four temples and synagogues in the area, representing the full range of Jewish faith from orthodox to reformed. Temple Sholom and Temple Beth El, both on Plainfield's 7th Street, are outstanding examples of religious modernity.

St. Bartholomew's in Scotch Plains and Sacred Heart in South Plainfield are typical of the many Roman Catholic churches in the area. St. Nicholas in Dunellen practices the Byzantine rite.

Every religion, minor and major, is well served, as is the community as a whole. The area is extraordinarily harmonious in matters of religion, and religious leadership has led the way toward social harmony as well. The Ministerial Association is very active and encourages lay participation in social projects, such as the Urban Coalition, which have led to deeper understanding and acceptance of other people's creed, color and national origins.

A great deal of the credit for the unstrained integration of many of the social institutions of the Plainfield Area goes to the churches of the area. This is a modern expression of a tradition that goes back nearly three hundred years when the Friends' Meeting House was new.

St. Bernard's Church



Crescent Avenue Presbyterian Church

Terrill Road Bible Chapel, Scotch Plains

GARVEY'S
CHAIR RENTAL & SALES

For complete party rental equipment for a wedding, home party, club or church function, business conference, visit or phone the new modern showroom at Garvey's Chair Rental & Sales.

They have the largest and most complete selection of chairs, tables, linens, china, silverware, glasses, chafing dishes, trays, candelabra, etc., plus a complete paper department.

For the finest equipment, fair rental rates and careful attention to your order make Garvey's your party rental headquarters.

1162 W. Front St.,Plainfield, N. J. Phone 756-6489

A. M. RUNYON & SON, INC.

More than 109 years of service affirm the capable and dignified direction of the A. M. Runyon & Son, Inc. Funeral Home. One of Plainfield's most respected and oldest mortuaries, it is also one of the most progressive. All arrangements are handled with discretion, while the home acts as a course of comfort to family and friends. Completely modern facilities are offered for your comfort and convenience, including air-conditioned family and service rooms, two beautiful chapels and a Hammond organ. A carefully well-planned service is available for any faith at reasonable prices. We feel it is our sacred duty to render the greatest comfort to all families of today, especially to those who desire to avail themselves of our services. Ample parking facilities.

R.A. Baker
H.A. Toms, Jr.
900 Park Ave., Plainfield, N. J. (201) 756-0040 (201) 756-0041 J.F. Hendershot, Mgr.
G.A. Eiring

Parks, Picnics, and Parades

The Plainfield Area offers its residents an unusually rewarding, varied program of profitable leisure-time activity. Just about every sport, every game, every kind of creative spare-time fun-thing is handily available.

Take swimming. The city of Plainfield has three municipal pools, largest of them a tremendous 75'x42', ranging in depth from 10-1/2' to 4'. At the deep end there are two diving boards. The pool is professionally staffed by lifeguards; there are outdoor shows, sunning areas . . . and it's free to Plainfield residents.

For kids who are learning to swim (the city and the YMCA both conduct swimming courses) there's a smaller 42'x35' pool, ranging to 4' in depth. And there's a wading pool with a spray fountain for toddlers. The city has two 75' above-ground pools also, 36" deep.

During the hot summer days a gay, holiday atmosphere prevails at the city pools . . . fun for everyone. There's indoor swimming at the Y's and at the Jewish Community Center year-round. There are several private swim clubs, too.

South Plainfield's municipal pool charges a small annual fee: $100 per family for the first year; $50 per family per year thereafter.

In winter the 100-foot-square ice-skating area at Siedler Field freezes solid, and the sport is vigorous and exciting. When the lagoon at Green Brook Park and the lake at Cedar Brook freeze over they're used for ice-skating too.

Green Brook and Cedar Brook are wooded preserves of about 100 acres each. In addition to water sports they offer softball and baseball, flower gardens that are nationally famous, picnic groves and athletics of all kinds.

Twin Brooks Country Club—Watchung

Ice-Skating at Galloping Hill

Many public and private swim clubs are found in the area

Golfers find the area a paradise. There are nine 18-hole golf courses, public and private. Most famous are Shackamaxon and Plainfield Country Club.

The Plainfield Board of Education operates a 25-acre athletic field on Randolph Road where, in addition to a softball diamond, two baseball diamonds, a running track and a 5,000-seat football field, there are 16 clay tennis courts. Netherwood Tennis Club and Plainfield Country Club offer superb tennis facilities to members and their guests.

The Plainfield Area even has a ski slope in nearby Kenilworth, at Galloping Hill Park, complete with tow-lift. This is only one of the extensive facilities operated by the nationally recognized Union County Park Commission. Baseball and softball are enthusiastic participation and spectator sports in the Plainfield Area. The area is the home of the oldest baseball league in New Jersey founded over 50 years ago. Other leagues offer play for all ages from eight years through adult.

The Plainfield Area's high schools are fiercely competitive in their varsity sports . . . track, football, baseball and basketball and others. Junior high school athletes have their own intra- and intermural schedules also. Most communities program a comprehensive series of tournaments in golf, tennis, softball and baseball, placing the em-

Annual July Fourth Celebration and Parade

Model boats in the quiet waters of Plainfield's Cedarbrook Park pond

Winter fun in Plainfield's Green Brook Park

phasis on good, clean play and fun rather than competition. For professional football there's the Plainfield Red Oaks.

The Plainfield Area's famous Fourth of July Parade finds nine of the area's municipalities united in co-sponsorship and planning of an event that draws an annual audience of over 100,000—one of the largest events of its kind in the nation. It's a spectacular display of floats and bands, florals, colorful costumes, high-stepping drum-majorettes, vintage cars, military units, fire engines and the like. Plainfield people look forward to their parade all year long, and special committees from each of the participating communities spend the entire year in ensuring its success. There's a beauty pageant, concert performances by area bands and precision drill by military units from the area. Nobody would think of missing the day-long event. Families bring picnic lunches and spend the day watching the parade and the evening enjoying the fireworks, comfortably seated on the grass at Green Brook Park and Howard Krausche Field. Parades on Labor Day in South Plainfield and Memorial Day in Fanwood-Scotch Plains draw state-wide attention.

A Proud Part of Greater Plainfield's Progress

Lockheed Electronics Company (LEC) is proud to be a part of greater Plainfield's pattern of progress.

Lockheed's recently completed 288,000 square-foot manufacturing and engineering facility at its headquarters in Watchung, and five-fold increase in employees since 1960, are indicative of the company's growth.

LEC LOCKHEED ELECTRONICS COMPANY

A BETTER PLACE TO WORK

Lockheed Electronics' success in developing the complex products and techniques which have made it a growing force in today's electronics industry is the result of its ability to mold the skills of many people into an effective team of scientists, engineers, technicians and production workers who can turn ideas into hardware.

ABOUT LOCKHEED ELECTRONICS . . . . . .

Radar . . . weapon control systems . . . checkout equipment . . . tape recorders . . . computer memory systems . . . printed circuits . . . control computers . . . fuel oil computing registers . . . training . . . engineering services and support . . . these are just a few of the many products and services of Lockheed Electronics Company, a diversified and growing division of Lockheed Aircraft Corporation.

LEC has more than 5000 employees and five operating divisions of its own: Military Systems, Engineering Services and Industrial Technology in Plainfield, New Jersey; Houston Aerospace Systems in Houston, Texas, and Data Products in Los Angeles, California.

As LEC continues to grow, it will remain a proud part of Greater Plainfield's progress.

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PLAINFIELD, NEW JERSEY
A DIVISION OF LOCKHEED AIRCRAFT CORPORATION
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MORSE STUDIO

Business, industry, research laboratories and advertising agencies turn to Morse Studio for the finest photographic work. This reliable studio specializes in color product photography including color postcards and color slides for presentation. In addition, they have shown versatility in all other phases of commercial and advertising photography including black and white reproductions. Serving the community well for over 22 years.

Harold G. Morse

827 Madison Avenue, Plainfield Phone 756-7311

QUEEN CITY VENDING CORP.

Queen City Vending Corp., operates vending machine equipment for candy, cigarettes and music. This reliable firm has been serving business and industry for over 22 years with quick, efficient and personalized service. Frederick A. Walters is president of this expanding company.

148 Somerset Street, No. Plainfield Phone 756-0504

WALLY'S TAVERN ON THE HILL

Wally's Tavern on the Hill, one of the finest restaurants in the Plainfield area, continues to remain in the hearts and palates of those who enjoy delicious foods served in a warm, friendly atmosphere.

For over twelve years the experienced, courteous waitresses have been serving residents quickly and efficiently. This fine restaurant has a complete selection of the freshest seafoods, the tastiest meats and the finest poultry.

Cocktails are served. Wally's also has banquet facilities and specializes in buffet dinners. For the finest gourmet meals, treat yourself and your family to dinner at Wally's Tavern on the Hill.

Bonnie Burn Road, Watchung Phone 322-4989

The Family Who Plays Together. . .Probably Lives in the Plainfield Area

In the Plainfield Area, it's summers by the sea

Few places in the nation have the boundless variety of things to do and see that is offered by New Jersey. Situated in the north-central part of the state, the Plainfield Area lies in the middle of it all!

In just under an hour or two you're at the New Jersey seacoast. The swimming, surfing, sunning and sport fishing here are unbeatable. There's salt-water boating also, to test the mettle and skill of any week-end skipper.

The New Jersey coast is famous for its luxury resort hotels, or you can sneak away to any of the many smaller sun-drenched beaches that the sea has carved along the miles of shoreline.

Only 1-1/2 hours by car along New Jersey's magnificent highway system bring you to any of a dozen superb recreational areas in the mountains. There's famous Spruce Run and the Round Valley Reservoir. This latter state facility is undergoing an $8,000,000 improvement to enhance its facilities for boating, fishing, camping and swimming, as well.

Skates are sharpened in the winter

A random choice of ski areas elicits a number of famous locales: Great Gorge, Snow Bowl, Craigmeur, Jugtown Mountain. Most have beginners' slopes as well as challenging downhill runs for experts. Most have T-Bar or chair lifts and tows.

Farther northwest, 60 miles or so, brings you to Pennsylvania's rugged Poconos, a mountain area dotted with quaint historic towns, deep natural forests, many excellent skiing areas, woodland lakes . . . and a choice of living accommodations ranging from the most chic and sophisticated to the simple and rugged.

While New Jersey is one of the most highly industrialized states of the union, its woodland areas are vast and wild. Sportsmen fish for trout and bass in any of hundreds of ponds, lakes and streams, and for porgy, seabass and fluke along the shore. Surf casting brings in huge, fighting catches of striped bass and school blues. Offshore, tuna, albacore, marlin and other large game fish are taken.

In the woods there are plenty of deer, rabbit, grouse, quail, pheasant, rail, duck and geese for the hunter.

New York to the northeast, and Philadelphia to the southwest, bring the tops in professional sports within a short drive of the Plainfield Area. College sports at Rutgers or any of the other nearby schools are a week-end thrill.

Plainfield is central to everything; New Jersey's unmatched highway system brings everything close to hand.

APPLIANCE ARAMA, INC.

Shopping for a television set . . . a radio . . . maybe a major appliance? Shop only once and see every national brand at Appliance Arama, Inc.

Salesmen who know what they're talking about, discount prices to help you keep within your budget, complete parts and repair center with 24 hour service and plenty of free parking . . . total convenience for you only at Appliance Arama.

127 West 2nd Street, Plainfield — Phone 754-8686

H.R. VICKERS ROOFING COMPANY, INC.

Industrial and residential customers of H. R. Vickers laud the quality workmanship and the courteous, dependable service. The most modern equipment and techniques are employed.

This reputable firm, serving the community since 1952, specializes in industrial and residential roofing.

Free estimates given.

Work Guaranteed Satisfaction.

1105 North Ave., Plainfield, N.J. — Phone 756-5725

SCOTT'S JEWELERS

Especially for you from Scott's Jewelers . . . a selection of extraordinary gifts from its superb collection of fine diamonds and jewelry. One of the most respected jewelers and silversmiths in the Plainfield area, Scott's carries all the popular sterling silver, china and crystal patterns. Members of the American Gem Society.

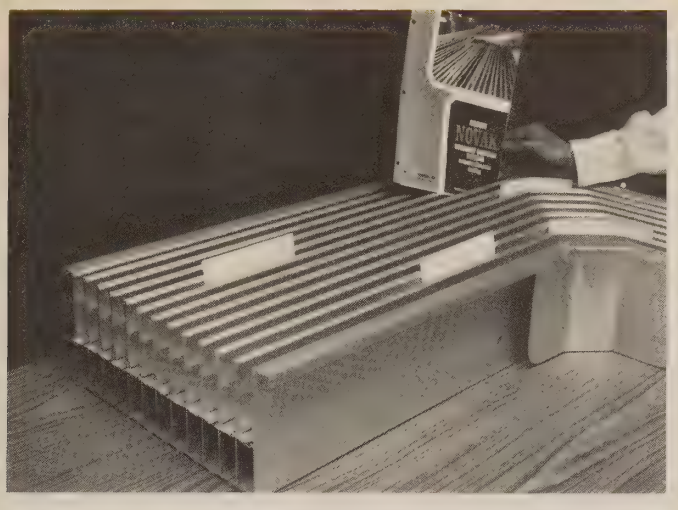
609 Park Avenue, Plainfield — Phone 756-0753

GRUNINGS PLAINFIELD, INC.

One of Plainfield's finest and best known restaurants, Gruning's is "the place to take the family." Backed by twenty-one years of "Family Service" in the Greater Plainfield community, Gruning's is famed for their complete menu of ice creams, luncheons, candy and dinners.

Whatever your taste when dining out, you will be sure to find exactly what you are looking for on Gruning's complete menu. They also make their own ice creams, with desserts and sundaes that are simply out of this world. Make it a point soon to treat the entire family to dinner at Gruning's.

205 East Fifth Street
Plainfield — Phone 756-6364



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For over 39 years Binsky & Snyder, Inc. has been active in the installation of plumbing, heating, ventilating and air conditioning work.

The firm specializes in industrial, commercial and process work.

Binsky & Snyder, Inc. attempts to maintain a high quality of workmanship and takes great pride in seeing that its customers are satisfied.

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STANFORD DIVISION: SALEM, ILLINOIS

LICHEE RESTAURANT

"You can't beat it," so you may as well join the thousands of satisfied customers who have dined at Lichee's.

This famed restaurant introduces you to the unusual delights of authentic old-world Chinese dining. It has established a reputation for cooking Chinese culinary masterpieces that will delight the palates of even the most discriminating diners.

Whether your desire is for the almost classic Chow Mein or Chop Suey or for any one of the more than one hundred choices offered, you can be certain that the finest ingredients and care go into the preparation of each dish.

You deserve the best and get the best at Lichee's.

This fine restaurant caters to business meetings, luncheons and banquets. Complete party facilities. Cocktails served.

226 West Front Street, Plainfield Phone 757-2007

STAGE HOUSE VILLAGE AND INN

A visit to Stage House Village and Inn is an experience you will long remember. This charming 18th Century center of "Country Americana" is the ideal place to dine, to browse and to discover the most unusual in gifts, country clothes, silver and antiques. Whether it is splendid gourmet style dining or a pleasant cocktail interlude, a treasure trove of unique gifts or distinctive quality wearing apparel, you will undoubtedly enjoy the friendly tradition and the pleasant atmosphere of Stage House Village and Inn. The Carriage Houses which make up this unusual shopping center continue to carry on century-old tradition for quality in the "Carriage Trade" manner. You will be amazed and amused after your first visit to Stage House Village and you will want to return again and again.

Cor. of Park Ave. and Front St., Scotch Plains Phone 756-7406

Stage House Inn
Regimental Stripe
Temptations Unlimited
Sterling Silversmiths
The Silver Mine
Carriage Trade
Imports International

The Birth and Development of the Plainfield Area

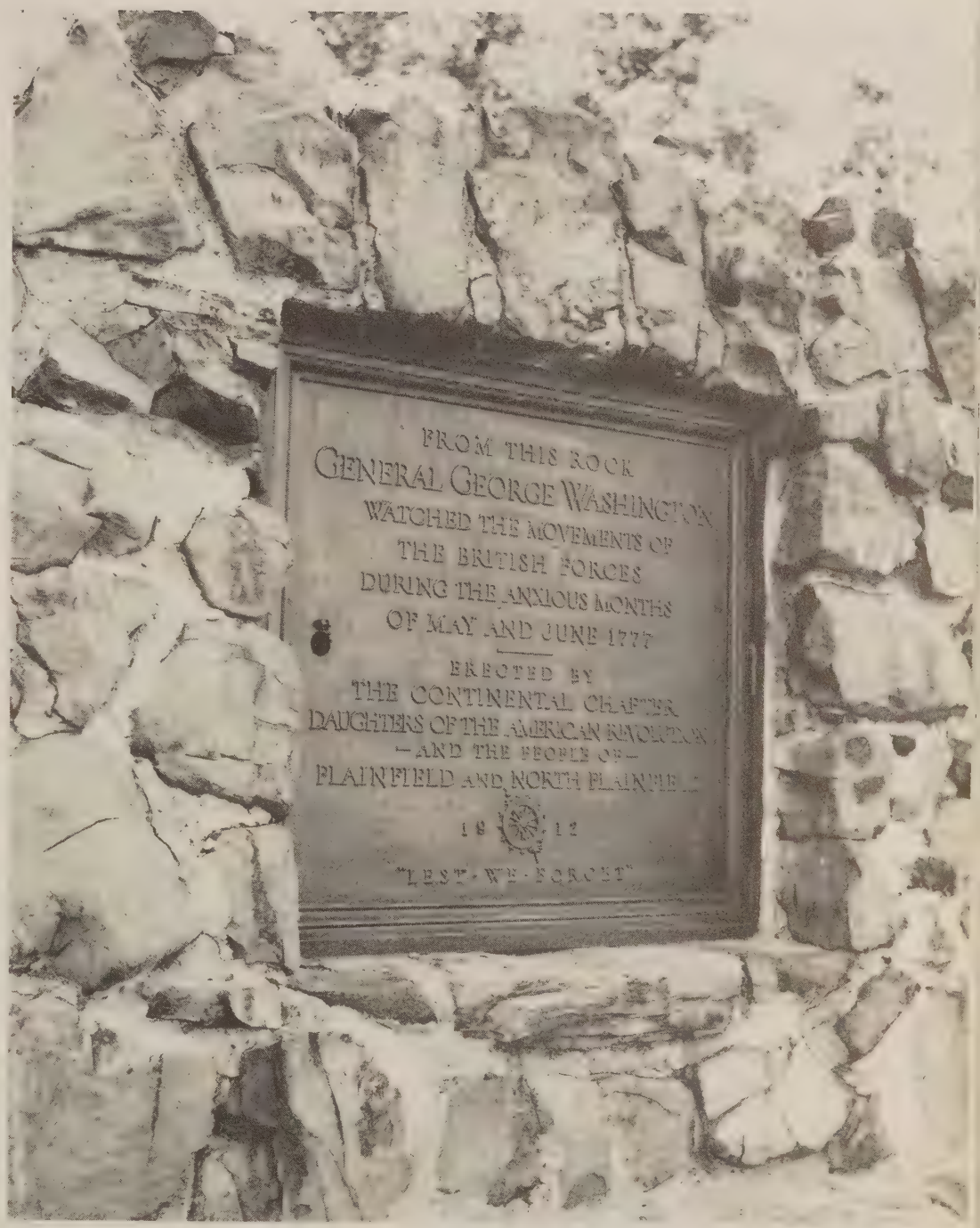
The retreat of the great glaciers formed during the Ice Age left the north-central area of New Jersey an area of rolling hills and richly wooded valleys. The Lenni Lenape Indians were the first to enjoy the benefits of the area: rich in game, sheltered by the shoulders of the Watchung Mountains and a short distance from the sea.

The Lenni Lenape, better known as the Delaware, built an important central city in the area and then traced their trails in all directions to form the first crude transportational network. Present-day Woodland Avenue lies atop an ancient trail blazed by the Indians from the northern part of the state to the ocean. Their enjoyment of the riches of the coast, an unlimited supply of seafood, is attested by the shells and fishing artifacts that are still found in abundance by week-end anthropologists and historians.

Earliest of the white settlers were Scottish trappers and traders arriving in the area with a canny eye for profit. They founded a trading post in 1655 and gave much of the area its nominal Scottish flavor. The township of Scotch Plains is an example of their influence.

The basic settlement, a permanent collection of houses and farms, came into being in 1680. Thomas Gordon was the first permanent settler of record. As in many other places in New Jersey, it was freedom-seeking Quakers who put down the deepest roots. In 1692 the Barclay Farm was sold to John Laing. Quaker meetings in his home were known as the "Plainfield Meeting of Friends."

In 1721 a permanent Friends' Meeting House was built to serve this sturdy, independent-minded group for 50 years. Thereupon, a second enlarged meeting house was built at what is now Watchung Avenue and East 3rd Street in Plainfield. This building still



Washington Rock Park

stands in continuing religious use and as an historic shrine.

Early settlement was not rapid, but the city of Plainfield and its neighboring communities began to take on embryonic form and identity in the early 18th Century. By the time of the American Revolution there was sufficient population to form several regiments of militia which participated with honor in the War for Independence. George Washington camped in Middlesex. The Battle of the Short Hills, a series of sharp skirmishes and major encounters, took place as a running battle involving 15,000 troops in the areas now known as South Plainfield, Bound Brook, Scotch Plains and Piscataway. The result of this battle was the confounding of the British plan to outflank Washington's forces. The British withdrew from New Jersey. It was the turning of the tide of the Revolution. This event is memorialized at the picturesque state park and lookout in Green Brook known as Washington's Rock.

After the Revolution, industry and transportation began to grow. Sawmills and gristmills made their appearance along the rivers and streams. Felt-mills, some of which had made hats for the Continental Army, began to rise in economic importance. Duncan Phyfe, whose name is still a byword in furniture craftsmanship, had a small factory in Piscataway. Scotch Plains was an important stage stop for the Swift Sure Stage Line running between New York and Philadelphia. The inn at which bone-shaken travelers might rest and refresh themselves is still in operation as a fine restaurant.

The railroad chugged and chuffed into Plainfield in 1840, initiating a change in economic and social character which is still felt to this day. While the iron horse provided an easy access to markets, stimulating the area's industry and enhancing its growing reputation as a hat center, it also made access to New York and Philadelphia much easier and swifter. The suburban residential character which distinguished later Plainfield as a residence for wealthy New Yorkers . . . the era of magnificent mansions and lush living . . . had begun. The city of Plainfield established New Jersey's first free public school—a two-room building-in 1847.

With the advent of the Civil War, Plainfield became a stop on the Underground Railway. Drake House, an historic mansion supported by the DAR and by the Junior League and Garden Clubs of the area, once served as George Washington's headquarters. It saw later duty as a shelter for escaped slaves.

Growth of the Plainfield Area reached dramatic proportions during and after the Civil War. The railroad had become an increasingly important factor. Population grew; the economy burgeoned; the area displayed all the symptoms of affluence . Farming declined as manufacturing grew. The Industrial Revolution left its indelible mark. In 1869 Plainfield became a city. By 1883 the telephone came to the area with electric lighting and power hot on its heels three years later. By the turn of the 20th Century the present pattern of a large, urban

Plainfield's 1717 house

core city, surrounded by cooperative townships and boroughs, was firmly established.

The industrial advantages of the Plainfield Area, its central location and fortunate position on the Eastern Corridor, became more apparent through two World Wars and national military struggles. Today, a great network of national and state highways links the Plainfield Area with all of the nation and the world. The railroad still serves the area, but truck and automobile transport has taken a significant place in the movement of goods.

Historically associated with neighboring metropolitan centers, both socially and economically, the Plainfield Area has been a leader in civic-mindedness, in social progress and justice, and in public education. Its growing facilities, public and private, offer a fairer share of opportunity for everyone than most communities. Its industry and commerce thrive in a progressive, enlightened atmosphere. The Plainfield Area looks from its honorable past to an ever brighter future.

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ACE LINE, INC.

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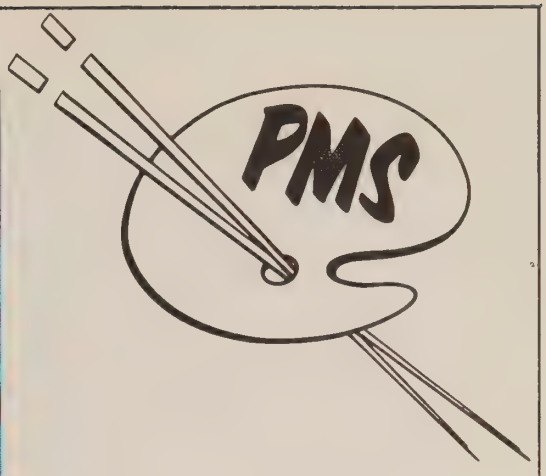

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THE SEVEN-UP BOTTLING COMPANY
of
PLAINFIELD, N.J.

Seven-Up, "The Uncola" tastes good anytime of the day . . . anywhere. At the beach, at home, or on the road, the cool refreshing taste of Seven-Up, and Like, Seven-Up's diet drink, really quenches your thirst.

Seven-Up's modern plant has the most up-to-date automatic equipment in the soft drink industry, allowing them to keep pace with the ever-increasing market for their products. Royal Crown Cola, Diet-Rite Cola and Nehi flavors also are distributed from the plant.

300 W. 4th Street, Plainfield Phone 756-6300

Eleven Distinct Governments with a Single, Unified Goal

Plainfield Municipal Court

Although the city, townships and boroughs of the Plainfield Area are united in common causes of economic, industrial and social growth, each of them retains and preserves its own political and governmental form.

The city of Plainfield, central core of the area, is governed under its new charter by a strong mayor as the city's chief executive, and by elected councilmen serving as a legislature. Implementing policy and directives of the council is a professional City Administrator. This unique combination of elective and non-elective governmental offices gives the city a rare combination of responsiveness to the electorate plus a continuity of policy.

Six of the boroughs surrounding the central core city: North Plainfield, South Plainfield, Fanwood, Dunellen, Watchung and Middlesex also have an elected Mayor and Councilmanic form of government. The townships of Scotch Plains, Piscataway, Warren and Green Brook elect councilmen to handle municipal affairs, usually assigning the elected council member

Middlesex Municipal Building

Aerial view of Newark Airport Construction in progress

One of the bridge approaches to New York

North Plainfield Municipal Building

polling the highest number of votes the honorary title of Mayor. The township Mayor carries on his councilmanic duties and, in addition, serves as spokesman and ceremonial officiator for the community.

By necessity, as well as by choice, each of these independent political entities forms a functioning part of a co-operative whole in matters that pertain to the welfare and growth of the entire area.

Such matters as zoning, road, rail and highway transportation, pollution control, industrial betterment and similar matters affecting all eleven communities find a harmonious single-mindedness in legislative and executive action, and all enjoy the benefits of viable planning on an area basis. Wasteful duplication and governmental facilities are brought to bear on problems common to all.

The city of Plainfield is empowered by state law to enter into contractual agreements with other communities to buy and sell services. Benefits to the entire area arise from this ability, exemplified by the cooperative arrangements in fire and police protection and in sewage disposal among area communities.

Planning is conducted as a co-operative activity through county and local planning boards.

The proudly distinctive characteristics of each of the Plainfield Area communities have not been disturbed by inter-community cooperation; the communities thrive together. Such projects as the urban renewal development, transforming Plainfield into an ultramodern business complex, are the result of intensive planning, typifying the spirit of enterprise that sparks the growth in the Plainfield Area.

Modern equipment for fighting fires

Boynton Oil Company

Personal interest in each customer's satisfaction is what makes the difference at Boynton Oil Co. For over 20 years we have been selling, installing and servicing fuel oil, heating units and air conditioners for residents in the Plainfield community. We feel that we have a responsibility to our customers . . . to be the best . . . so night and day, 24 hours a day, our experts are at your service. We feel that this is one of the prime reasons business is growing each year . . . satisfied customers keep returning and bringing new ones with them.

441 West 2nd Street, Plainfield Phone 755-4141

THE CLARA LOUISE

Visitors and delighted residents of Plainfield keep coming back to this charming restaurant. And for good reasons, too! For over 40 years, hostesses Mrs. Pauline Darby and Mrs. Erna Ude have been offering fine food enthusiasts home-cooked meals and delicious homemade desserts and pastries, served in a warm, friendly atmosphere.

Open for lunch and dinner. Cocktails are also served.

64 Somerset Street, Plainfield — Phone 756-2852

BLAIR'S MEN'S SHOP

Featuring nationally advertised brand names in men's clothing, Blair's Men's Shop has served the Greater Plainfield area for more than seventy-five years, giving them the title of being the oldest men's store in Plainfield. It is at Blair's that the well-dressed man will find the latest fashions in traditional men's clothing, as well as expert tailoring and personal service to assure a perfect fit every time. Blair's is our clothing headquarters for everything including the smartest in clothing accessories. Convenient downtown parking makes shopping a pleasure at this fine and reputable clothing store.

110 East Front Street, Plainfield — Phone 756-4855

FAMILY INVESTORS CO.
"Your Mutual Fund Specialists"

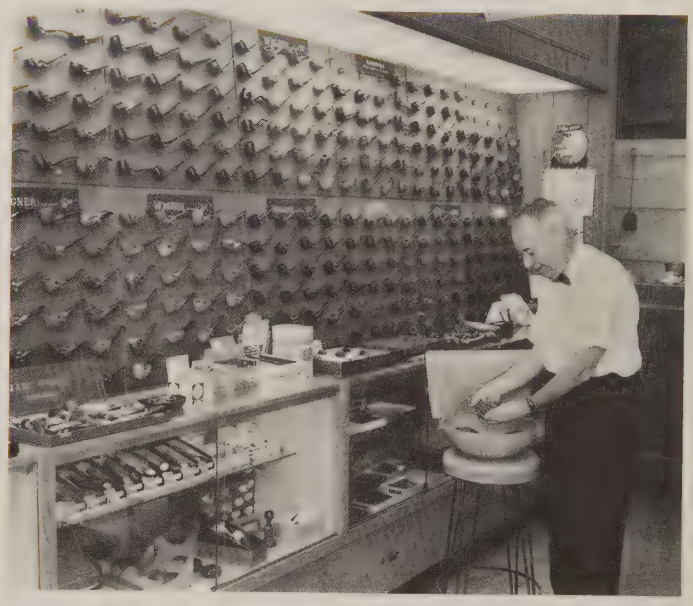
For over 10 years Family Investors Co. has been providing investors in Union, Somerset, Middlesex and Hunterdon Counties with individual, personalized investment planning service.

This reputable concern provides a complete financial planning service for families through the medium of stocks, bonds, Mutual Funds and life insurance, and specializes in Mutual Funds for income, college expenses, retirement, profit-sharing and estate planning.

Fifteen experienced, registered representatives to serve you without obligation.

You'll be well satisfied when you place your investment in the hands of Family Investors Co.

North & Martine Avenues, Fanwood, N.J. — Phone 322-1800



BRICK CORNER PIPE SHOP, LTD.

Fine tobacco especially blended to your individual taste is the specialty of the Brick Corner Pipe Shop. "Your smoking enjoyment is our business," says Mr. Hoddeson, owner. He proves his statement by carrying a large assortment of tobaccos and cigars in thermostatically controlled humidors to assure lasting freshness and taste. More than 500 pipes are on display, along with smokers' accessories to further please the tastes and needs of his customers.

North Ave., Cor. Park Ave., Plainfield, N. J. — Phone 757-4110

VAN ARSDALE'S SHOES
"QUALITY FOOTWEAR SINCE 1887"

Come to where the shoes are . . . Come to Van Arsdale's . . . Plainfield's family-owned shoe store for over 80 years.

This fine shoe store has top quality footwear for all your needs . . . boys' size 4 to men's size 14, A to EEE . . . not all styles in the above range. Van Arsdale's has a complete line of famous brands including Florsheim, Wall Streeter, L. B. Evans, Plymouth, Spalding, Gerberick-Payne and U. S. Keds.

Open Thursday evenings until 9:00 p.m.

130 West Front Street, Plainfield — Phone 756-0016

SETTLES CUSTOM FURRIER

When buying furs, see Settles for the best. This reliable furrier, serving the community since 1926, has one of the finest and most complete selections of minks and other magnificent furs in the Plainfield area. Fine coats are made to order by highly skilled craftsmen. Specialists in repairing, remodeling, cleaning, glazing and monogramming of furs and fur accessories. In addition, Settles operates its own fur storage plant for your convenience.

206 E. Front Street, Plainfield — Phone 754-0067

JAY JEWELERS

Jay Jewelers has the largest and the finest selection of jewelry including diamonds, rings, watches, charms and earrings. In addition, they have a full line of men's jewelry and pierced earrings. The shop's expert craftsmen will design or redesign old-fashioned settings for you.

Friendly, courteous salespeople with years of experience and knowledge will assist and advise you on your selection. Member of G.I.A. diamond appraising service.

56 Somerset Street, No. Plainfield — Phone 755-9125

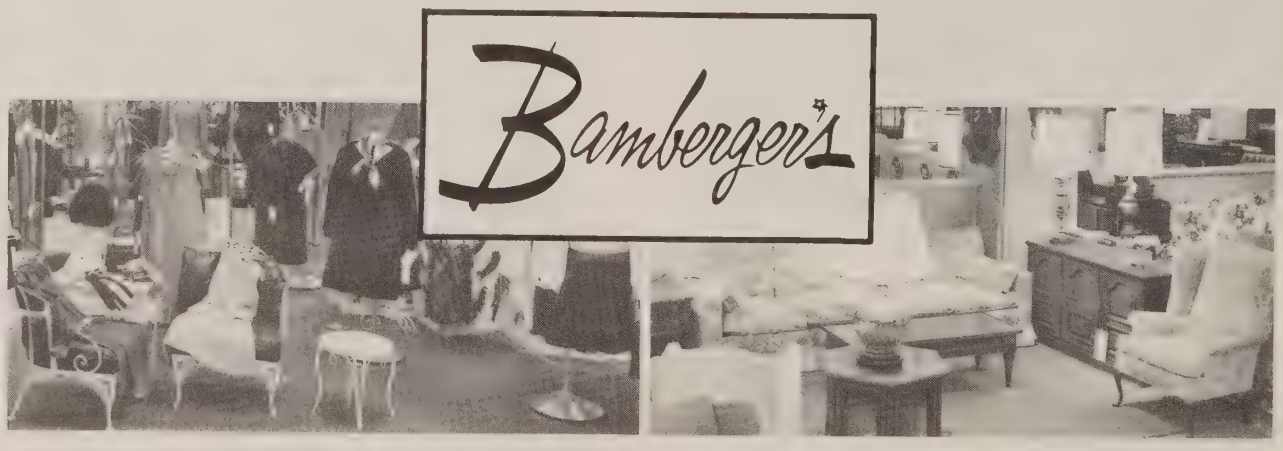
THE PLAINFIELD BOOK SHOP, INC.

Come in and browse around . . . feast your eyes on one of the largest and most exciting collections of books for both adults and children in this area. The Plainfield Book Shop has hardbound and paperback books in all fields. Expert assistance is available from courteous, knowlegeable personnel. There is also a rental library of current fiction. See the unusual selection of greeting cards. Stop in soon.

321 Park Avenue, Plainfield — Phone 756-4415

BAMBERGER'S
WELCOMES YOU TO PLAINFIELD

Whether you're furnishing your home or outfitting your family, Bamberger's is an exciting place to shop. It's complete in its selections and in its services . . . with a beauty salon, a restaurant, an auto center just one block away. There are bus stops nearby and plenty of parking space right next to the store, so it's convenient and pleasant for you to bring the whole family. Bamberger's is comfortably air-conditioned and completely at your service.



Shopping Is an Urban or Suburban Pleasure

Blue Star Shopping Center in Watchung

The city of Plainfield, core urban center of the entire Plainfield Area, offers urban shopping at its best; varied, convenient and attractive. No less than 220 stores, large and small, line the streets of the downtown center of the city. One hub is the extensive number of conveniences of professionals such as physicians, attorneys, dentists, architects, consulting firms that have located there. Another big plus are the extensive public parking facilities for more than 5,000 cars . . . short-term at curbside or day-long at inexpensive metered public lots.

The area is affluent and among the twenty-five wealthiest in terms of per capita income in the nation. Its average family income runs to more than $13,000 annually. The Plainfield Area generates about $271,000,000 yearly in retail sales, and the figure is increasing all the time. Shopkeepers are encouraged to offer goods of excellent quality and in great variety. Also, there are highly specialized shops: pipe shops, millinery shops, hobby and sporting goods dealers. Many of these specialists disappeared into a more departmentalized retailing picture in less affluent communities with less time and opportunity for leisure.

For suburban shopping there's the picturesque Blue Star Shopping Center set at the foot of Watchung Mountain

Shopping along Front Street in Plainfield

on bustling Route 22. In addition to its spacious parking field, Blue Star has a number of chain stores and small specialty shops, a cinema, food stores, a large drug store. It's really a one-stop shopping center. Each of the towns surrounding the Plainfield core has its own shopping center, too. Service shops, banking branches and food stores relieve the housewife of the necessity of traveling more than a few blocks to meet her daily needs. Some of these shopping centers are delightfully in keeping with the decor of the town. In Scotch Plains, for instance, one shopping center has a unique, pleasing Colonial design.

Some communities run special shopping days . . . real value opportunities. Plainfield Days, a twice-yearly event, and Back-to-School promotions provide a profitable shopping spree.

The Plainfield Area draws a retail trade from all over central New Jersey attracted by quality, variety and convenience. But to the shopper from any of the Plainfield Area's eleven communities it's all available within a few minutes' drive, all the time.

Shopping Plaza in South Plainfield

Authentic Colonial Shops

SEARS, ROEBUCK AND CO
WATCHUNG, N. J.

Your Sears Store in Watchung has dozens of complete departments plus a 30-car Automotive Service Center. It's truly a place for "One Stop Shopping" . . . in friendly, attractive, convenient surroundings. Sears has ample, free store-wide parking for hundreds of cars.

This store was built for you . . . for your shopping convenience. And if you are too busy to come to us, we have "In-the-Home-Shopping" through our Catalog Sales Department. Please come visit us . . . we'll be happy to serve you.

UNEEDA PARK AVE. Appliances

Guaranteed—no lower price anywhere or difference refunded
For the finest sales and service of all major appliances, make UNEEDA PARK AVE. APPLIANCES your headquarters.

They have the widest selection of color TV's, stereos, refrigerators, ranges and washers to satisfy everyone's needs.

Member: Marta Co-op, world's largest TV and appliance buying group.

Factory authorized sales and service for Magnavox, Sylvania, RCA Victor, Zenith, Motorola, Admiral, Kitchen Aid, Caloric, Magic Chef, Amana, Gibson, Fedders, Chrysler, Philco, Kelvinator, Tappan, Hot Point, Westinghouse and other major brands.

UNEEDA PARK AVE. Appliances

435 Park Avenue
Corner 5th Street
Plainfield, N.J.

Phone 755-8020

Open Mon., Thurs. & Fri. 'Til 9 P.M.

Goerke's
ELIZABETH
PLAINFIELD

Goerke's recent $400,000 remodeling program has made it one of the most beautiful fashion department stores in the heart of downtown Plainfield. Goerke's four spacious floors feature many boutiques and shops that reflect all that's newest in fashion for men, women, children and the home. As a special service, Goerke's Community Room is offered without charge to non-profit organizations for art shows, fashion shows and other projects. Truly an important part of the community, Goerke's is a favorite shopping stop for everyone. Open daily 9:45 A.M. to 5:30 P.M., with shopping nights Monday, Thursday and Friday 'til 9 P.M. Convenient parking directly behind the store. For customers in the Elizabeth area there's another great Goerke's store conveniently located in downtown Elizabeth.

ANCHOR LIQUORS

Anchor Liquors, where old friends and new can depend upon finding an attractive, completely-stocked package store with a full selection of beer, wine and all popular and exotic liquors, plus our special pride—a friendly, courteous staff truly interested in serving *you!* And our bar, with its intimate club-like atmosphere, appeals to friendly families just like *yours!* We gift wrap, we deliver and browsers are *very* welcome.

So

If you find your spirits low

And you stand in need of cheer,

Just give us a ring—

That's *exactly* why we're here!

Open 9:00 A.M. to 10:00 P.M.

1215-17 W. Front St., Plainfield, N.J. Phone 754-9334

J. & H. BERGE, INC.

Serving science since 1850

J. & H. Berge, Inc., is one of America's oldest and most respected lab supply houses. Headquarters for laboratory apparatus and reagents for every field of science, this firm is within five minutes of any scientific laboratory in the Tri-County area and exports to all corners of the world. J. & H. Berge Company also supplies industry, schools and hospitals throughout the Plainfield area and is known for personal service and high quality merchandise from the world's most respected manufacturers of scientific equipment and reagent chemicals.

4111 South Clinton Ave. Phone (201) 561-1234
South Plainfield, N.J. (212) 925-5197

H. KOUMJIAN & CO.

Come to the "House of Quality Rugs and Carpets" for the finest and most complete selection of broadlooms and rugs.

For over 40 years this reliable firm has been serving the community with the finest Persian and Oriental rugs. In stock is carpeting by Lee and Mohawk, and Bigelow broadloom.

In addition, H. Koumjian & Co. has a modern, well-equipped plant for rug cleaning and repairs.

300 East Front Street Phone 756-8324-5

ARBOR INN

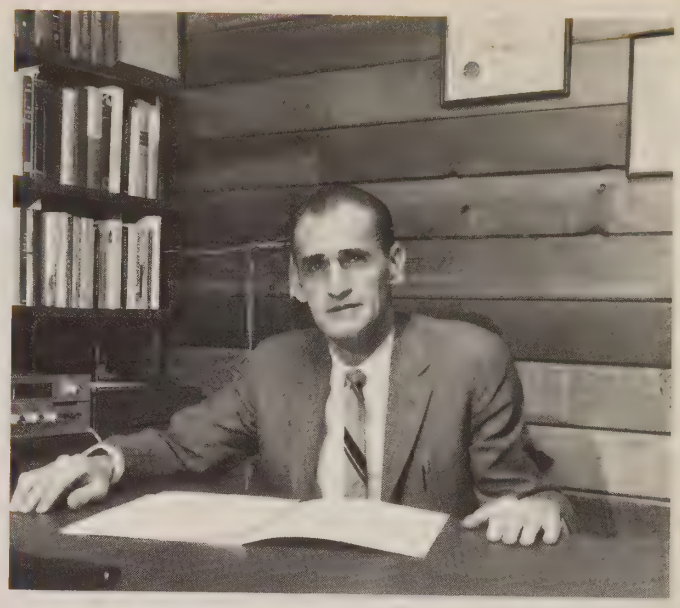
People have come to expect the finest in food at the Arbor Inn, and their beautifully decorated dining rooms only add to the pleasure of dining out. The Arbor Inn also features catering for any size group up to 400, including business luncheons, wedding receptions and social gatherings. They are the dining headquarters for such groups as Kiwanis, Lions, Rotary, Business and Professiona Women's Clubs, and many others.

1707 West 7th St. & Rock Ave., Piscataway, N.J. Phone 968-6800

HARRY ROTHBERG, INC.

At Harry Rothberg, Inc., insurance programs are tailored to meet the needs of individuals, businesses and industry. Auto, home, fire and life are the specialties of this landmark company that has offered complete insurance service to the Plainfield community for over 40 years. You'll be pleased with the work this agency can do for you.

518 Park Ave. Phone 754-8700



LESLIE B. MATHEWS, JR.

The medical profession has long recognized the many physical and psychological advantages in the use of hypnotism for the treatment of certain ailments. As a consulting hypnotist to doctors, dentists and psychologists throughout the Greater Plainfield area, Leslie Mathews has received special training in this particular field. Mr. Mathews handles medical problems by referrals only, and is recognized as one of the leading consultants in this field.

382 Somerset St., North Plainfield Phone 754-6921

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"A COMPLETE REAL ESTATE SERVICE"

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SERVING RESIDENTIAL, COMMERCIAL AND INDUSTRIAL ACCOUNTS WELL

620 Arlington Ave.,.,Plainfield Phone PL7-6400
(Park Hotel Annex)

HEARING AID CENTER

Louis M. Totten, Certified Hearing Aid Audiologist

Good hearing starts at the Hearing Aid Center, and in the Plainfield area there are three offices offering a complete selection of modern hearing aids and services. The Hearing Aid Center is the franchised dealer for Zenith "Living Sound" hearing aids, and Certified Hearing Aid Audiologists can determine just the right model and type of hearing aid for you. Visit the Hearing Aid Center for the latest in high-fashion styling and miniaturization of modern hearing aids.

618 Park Avenue, Plainfield Phone 755-3327

98 West Main Street, Somerville Phone 722-5777

110 Central Avenue, Westfield Phone 233-0939

Care, Cure and Nurture of the Sick

In 1876 a Plainfield railroad workman was thrown from a car and seriously injured. Emergency surgery was performed by lantern light and post-operative recovery took place in a livery. Miraculously he survived. But the need for a hospital was dramatized by the incident and a citizen's group was formed to get the project under way.

In 1887 Muhlenberg Hospital opened its doors. Housed in a quaint, Tudor-style building, its origins were a faint echo of the imposing medical facility offered by this fine, modern institution today. But its dedication has remained unchanged: "Care, cure and nurture of the sick."

Today, Muhlenberg is a nationally accredited health-care institution recognized as one of the pace-setting hospitals in the state. A non-profit community teaching hospital, it serves the Plainfield Area through a 510-bed capacity and a staff of 265 physicians and dentists. Its surgical and medical capabilities are extensive and many specialties are represented such as thoracic, neurosurgery, vascular, hemotology and pulmonary function.

John F.Kennedy Memorial Hospital

Raritan Valley Hospital

Muhlenberg operates a 22-bed electronically-equipped intensive care unit with special emphasis on respiratory diseases, coronary care and special surgery. Its emergency services are professionally staffed 24 hours a day and currently handle 25,000 patients yearly. It is deep in highly specialized medical techniques: nuclear medicine-isotope therapy, new X-ray technologies and the like. Its pioneering work in the development of modern laboratory medicine and its 75 years of effort in nursing education have pointed new pathways for medical and nursing practitioners everywhere.

Muhlenberg has four accredited schools: Nursing, Histologic Technique, Medical Technology, Radiology. A new school, Cytotechnology, will soon open. The hospital also operates AMA-approved intern and residency programs. Residency specialty programs include: Pediatrics, Internal Medicine, Hospital Administration, Pathology and Pharmacy. Many Muhlenberg staff physicians are associated with the two medical schools in New Jersey.

Raritan Valley Hospital and John F. Kennedy Memorial Hospital are both brightly new, the former a 98-bed voluntary hospital in Green Brook; the latter a 250-bed community non-profit hospital in Edison. Both have 24-hour emergency service.

Runnells County Hospital in Berkeley Heights is being converted to

Muhlenberg Hospital

a long-term convalescent center. In addition, a number of well-run, state-licensed nursing homes, ranging in size from 25 beds to over 100 beds, serve the elderly and convalescent in the Plainfield Area.

Each of the townships and boroughs of the Plainfield Area, including the city of Plainfield, has its own volunteer rescue squad providing efficient, dedicated ambulance service crews. These well-trained groups, using the latest of equipment, provide a non-profit, 'round-the-clock emergency service through local police departments. Their efforts are coordinated through the Muhlenberg Area Rescue Squad Council.

The opportunities for personal and professional growth that the Plainfield Area offers the physician are unmatched in their scope and number. First, the need for increased medical services felt by a growing population offers opportunity for a profitable and eminently useful practice. Health care facilities in the area are growing in size and number to keep pace with population growth, and modern, highly advanced equipment is at hand. Second, the area lies close to New York and Atlantic City, both frequent sites for medical conventions and meetings. Third, the Plainfield Area is central to virtually unlimited recreational, cultural and social facilities, making it a most desirable place to live as well as to practice. Fourth, the new medical schools in New Brunswick and Newark are developing staffs and offer both educational opportunities and faculty appointments to the interested physician.

The Muhlenberg Hospital School of Nursing is one of the nation's finest, and the availability of paramedical support for the doctor is ample.

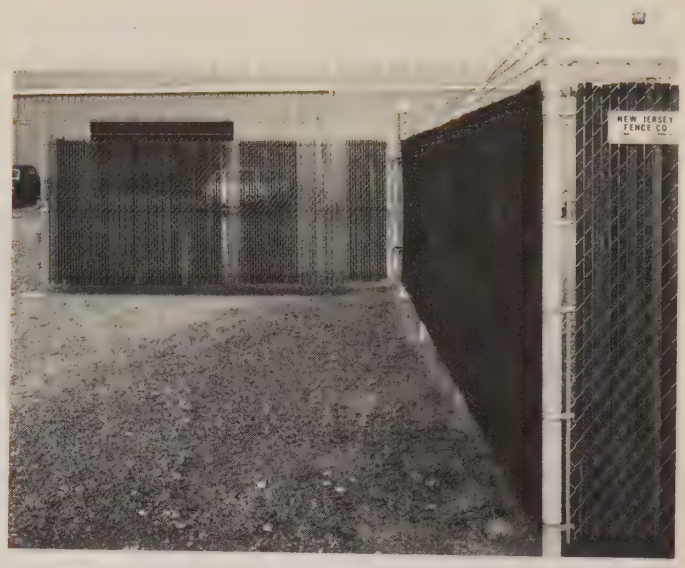
Birchwood Convalescent Center

PANEL-OVEN ENGINEERING, INC.

While the products of Panel-Oven Engineering, Inc., serve automation, the service this reliable firm gives is highly personalized. Since 1956 they have been designing and manufacturing electrical and pneumatic control panels used in the control of process, flow, alarm, temperature, combustion and test equipment, especially for the oil, chemical, plastics and machine tool industries. I.B.E.W. union craftsmen.

1410 Sage St., So. Plainfield, N.J.

Phone (201) 561-1545-6-7-8



NEW JERSEY FENCE CO.

In any field of endeavor, service and experience are worth their weight in gold. New Jersey Fence Co. combines years of experience with quality building materials to provide top-notch fences.

This reliable company sells, services and repairs fences for industrial, municipal, institutional and residential concerns. A huge selection of Galvanized Steel Aluminum fence styles in the latest decorator colors. New Jersey Fence Co. specializes in baseball backstops, Little League, tennis courts, swimming pool enclosures and highway guard rails.

115 Terrill Road, Scotch Plains

Phone 757-7333

UNITED STATES GYPSUM COMPANY

Insulating wool for homes, offices and commercial enterprises such as vending machines, ovens and partitions is produced at the United States Gypsum plant in South Plainfield. This mineral wool plant, with the latest equipment and materials, has been serving builders, contractors and dealers in the Eastern U.S. with top quality products since 1934. Operating independently, it became an integral part of the U.S. Gypsum Co. family in 1959.

600 New Market Avenue, So. Plainfield

Phone756-3700

CHELSEA FAN & BLOWER CO.
DIVISION OF ALLIED THERMAL CORP.

This reliable firm manufactures fans and blowers and related accessories for all types of industries and commercial uses. For over 40 years they have been giving their customers the finest quality products and quick, efficient service. In addition, Chelsea sells on an international basis through distributors and agents to industry and consumers.

639 South Avenue, Plainfield

Phone 755-3500

QUEEN CITY FUEL OIL CO.

Since 1935, Queen City Fuel Oil Co. has been one of the leading distributors of fuel oil, gasolines and diesel fuels to homeowners, churches, public buildings and industrial concerns in the Plainfield area.

This owner-operated fuel oil company takes an interest in each account, from the large industrial concern to the small homeowner. They are continually increasing their business because of the fine reputation they have established in the community for quick, efficient service and friendly, courteous salespeople.

717 North Avenue, Plainfield Phone 754-4600

EMSO

THE ELECTRONIC MEMORY
SYSTEMS ORGANIZATION (EMSO)

The Electronic Memory Systems Organization of the Defense, Space and Special Systems Group located at S. Randolphville Rd. and 287 Piscataway, provides design, engineering, development and manufacturing of complete memory systems and memory components for the Burroughs Corporation and other customers.

Spurred by the demand for Burroughs computer systems throughout the world, the Electronic Memory Systems Organization has a record of remarkable growth.

Ferrite cores and ferrite core memory stacks, as well as complete highspeed memory systems, are produced by the Electronic Memory Systems Organization in one of the industry's most advanced facilities.

Burroughs has been a leader in the development and production of magnetic core memory systems for a variety of electronic applications. This leadership stems from Burroughs early entry into the field of applied magnetics in 1947, when the corporation sponsored a study at the University of Pennsylvania to explore the use of magnetic core devices for information processing.

Today, memory planes and stacks, using the latest state-of-the-art techniques, are being manufactured to the most stringent commercial and military specifications.

Phone (201) 757-5000

Cozzoli Machine Company

Industrial customers of Cozzoli Machine Company laud the excellent workmanship and fine quality products of this growing concern. They specialize in the manufacture of packaging machinery for the pharmaceutical, home products and cosmetic industries.

This progressive organization specializes in the manufacture of filling, glass sealing, stoppering, plugging, tablet counting and washing equipment for the packaging industries. Cozzoli machines handle such diverse products as drugs, cosmetics, aerosols, detergents, adhesives, inks, oils, fine chemicals and radioactive isotopes.

This reliable concern assures you of top quality products made to exacting specifications by highly skilled, experienced employees using the most modern equipment.

Over the years Cozzoli has contributed to the growth and development of the Plainfield community.

401 East Third Street, Plainfield Phone 757-2040

Industry's Most Hospitable Home

The Plainfield Area stands in a forefront position in industrial significance to the state of New Jersey, to the northeast . . . to the entire nation. With the coming of the New York World Trade Center in the near future, the area's influence will be extended to international markets and its favorable position further enhanced.

The reasons, both present and historical, are many and highly visible. The exodus of industry from the burgeoning urban centers during and after World War II, brought much new industry to the Plainfield Area lured by excellence of transportation, nearness to centers of scholarly research, attractive livability and dependability of utilities. Since those days, these advantages have grown both in number and in quality, and industry in the Plainfield Area has grown with them.

Land availability: Although the Plainfield Area has experienced considerable industrial growth in the past few years, a number of choice sites is still available for development. Among these are included sites of 100 and more acres in the townships of Warren and Piscataway—real rarities in these days of urban sprawl. In the Plainfield Area, land acquisition costs are far below those of the neighboring giant cities, and much of the best industrial land has been organized into industrial parks. Conveniently located contiguous to major highways, with full utility extensions and installations, these serve the double purpose of giving industry a profitable home and preventing industrial overlap into residential areas, a phenomenon that has contributed to urban blight in so many other places.

Hanovia Industrial Park is a good example, although it's only one of many. This is a good-sized development extending over 193 acres of high,

Garden State Parkway and Route 9 crossing the Raritan River, near Perth Amboy

The Kellogg Building—Piscataway

Port Newark

Oak Tree Distribution Center

dry land with excellent frontage directly on Route 287. Hanovia is in South Plainfield; other generous tracts of industrial and commercial zoning are located in Watchung and Warren Township, and in Scotch Plains and Piscataway. Location in Piscataway has the advantage of nearness to the new Science Center of Rutgers, an invaluable assist to sophisticated R&D industry.

Another marked advantage is the superb banking system of the state of New Jersey. Strength and stability are hallmarks of New Jersey banking. Banking institutions in the state have experienced phenomenal growth over the past decade as a result of industrial location in the area. And they have contributed to that growth through making their lendable assets intelligently available where needed. New Jersey banks are well-known for their modern outlook and computerized data centers throughout the state speed customer service.

Insurance companies also have shown a marked proclivity toward assisting the profitable expansion of industry. As one example, Prudential Insurance Company, through its Newark headquarters, has been a prime financial factor in the Plainfield Area. Money is plentiful and its use has proved profitable to borrower and to lender . . . and to the community as a whole.

Expanding industry spells job opportunity, not only in the plants themselves but in the service industries, in retailing, in all of the small pieces that fit together into the complex composite of an industrial and social picture. The Plainfield Area offers new or expanding industry an intelligent, skilled labor force of ample size to meet all present and immediately anticipated needs . . . and constantly growing to meet the needs of the future.

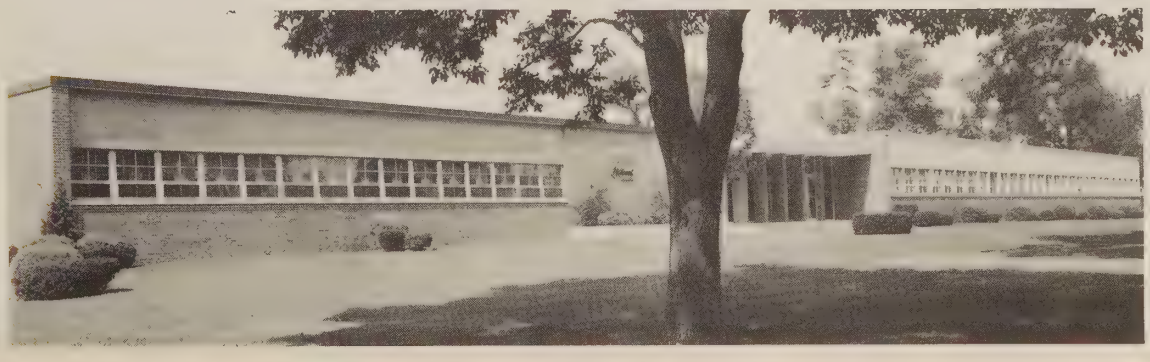
Location in the Plainfield Area is location in the geographical and economic heart of the eastern seaboard. All of the great urban cities are within easy reach: New York, Newark, Philadelphia, Trenton, Washington. The area lies directly in the center of the great Boston/Washington corridor. The triple ports of New York, Newark and Elizabeth are close at hand, with Philadelphia just a bit farther away. The important coastal port of Perth Amboy is reachable in less than a

Looking for better ways to serve our Customers in paper, food, packaging, textiles, cosmetics, paint, publishing, woodworking and pharmaceuticals.

National

NATIONAL STARCH and CHEMICAL CORPORATION

National's Alexander Research Laboratories, 1700 W. Front St., directly opposite National's original and steadily expanding manufacturing facility. Here starch is refined, adhesives are formulated and polyvinyl emulsions are produced.



Rock Quarry at Watchung

Victaulic Plant, South Plainfield

half-hour. Customs regulations at the Port of Elizabeth are favorable to manufacturers importing raw materials to be processed in the Plainfield Area and then trans-shipped.

Three major airports are within about an hour away; two of them ranking as major international air facilities. The highway system connects Plainfield with the entire country as efficiently as the ports connect it with the world.

Perhaps the best documentation of the industrial advantages of the Plainfield Area are the historic and newly-acquired industries that have made the plainfield Area home. The giant Tenneco building in Piscataway on Interstate 287 is a new acquisition. Tenneco carries on in-depth research here, along with manufacturing and administrative activities. The American Standard plant in Piscataway, also newly arrived, is a research center for that world-famous manufacturer of plumbing and heating equipment. AT&T is constructing a $5,000,000 facility in the same town. Bell Laboratories is in nearby Murray Hill.

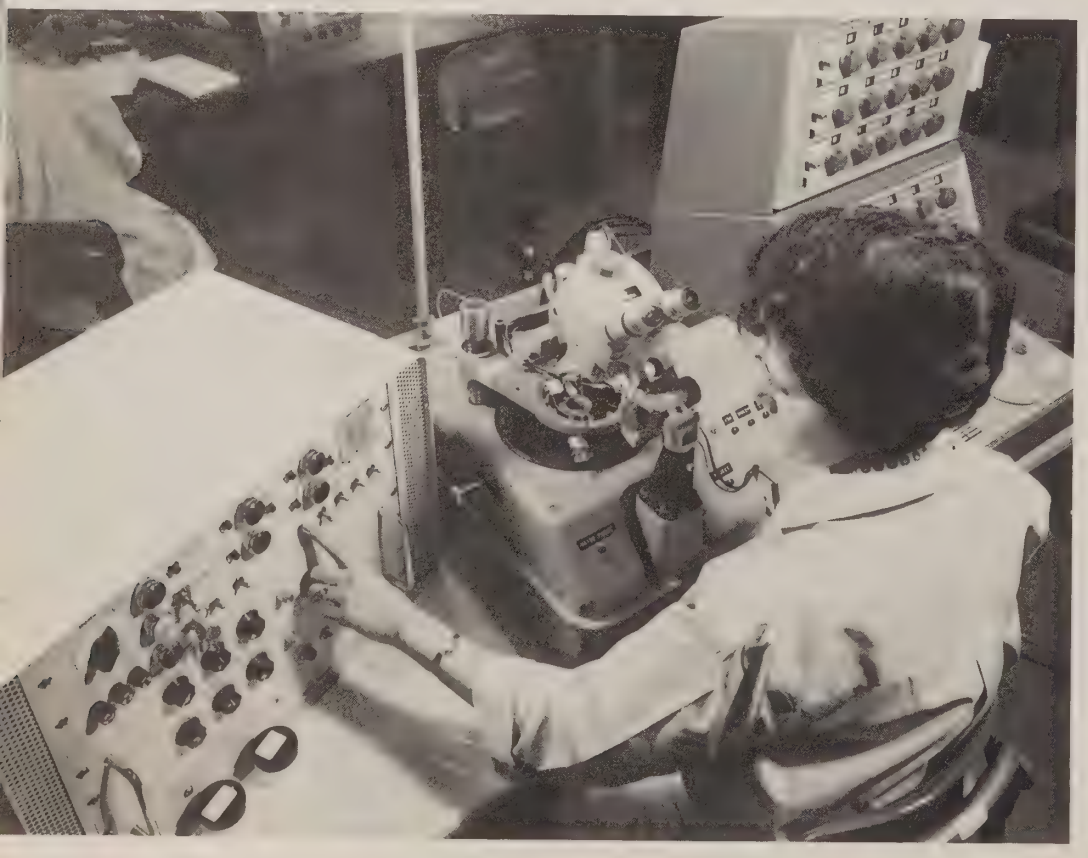
Among the long-time residents of the area is National Starch and Chemical, a company so important in the American economy that virtually every industry in the country uses at least one of its tremendously diverse product lines. Wigton-Abbott Corporation, a nationally-known contracting and construction company, is in Plainfield.

American Smelting and Refining has a research center in South Plainfield. Standard Plastic Products, Incorporated, a division of Mattel, makes toys also in South Plainfield, and has

Lockheed Electronics Company

Highway Construction around route 287 and the New Jersey Turnpike

New York City skyline at sundown



The Burroughs Corporation

recently added 100,000 square feet to its plant capacity. Wood Industries, an historic industrial resident of the area, makes printing presses in Plainfield; M.W. Kellogg Company, a nationally-known engineering firm, has buildings in both South Plainfield and Piscataway. The Harris Structural Steel Company of South Plainfield is one of the country's largest steel fabricators.

Burroughs Corporation, in Warren and Piscataway, is an important contributor to America's electronic sophistication. Lockheed Electronics in Watchung has recently completed a 300,000 square-foot addition, consolidating all its eastern operations in the Plainfield Area.

The Plainfield Area offers a unique and colorful specialty; Middlesex is known as the "Orchid Capital of the World."

Location in the Plainfield Area has contributed to the growth of these companies; they, in turn, have contributed to the growth and industrial advantages of the area. The process is going at at an ever-accelerating pace. Today and tomorrow, the Plainfield Area is industry's most hospital home.

FISCHER CASTING CO. INC.

Founded in 1903 the Fischer Casting Co. has, since its organization, dealt exclusively in the manufacture of high quality aluminum and bronze castings for industry and military. In a highly competitive field, this firm has continued to adhere to its original policy of the highest quality and service at reasonable prices.

Utilizing the best metallurgical information available, skilled engineers and technicians, and practices and procedures developed over the years, Fischer is capable of handling the most complex casting problems even when working with special bronze and aluminum alloys. Its complete research and testing laboratory constantly checks all phases of production, as well as develops new techniques and methods of improving casting properties and production methods.

Box M, Dunellen, N. J. Phone 968-5000

Burroughs Corporation

THE ELECTRONIC COMPONENTS DIVISION
(E C D)

The Electronic Components Division of the Defense, Space and Special Systems Group, located near Plainfield in Warren Township, New Jersey, has a long and successful history of supplying highly reliable, special-purpose devices to the entire electronics industry for both commercial and military applications.

Employing over 1,000 people, the Electronic Components Division of the Burroughs Corp. is responsible for a variety of unique products including indicator tubes, special purpose read-out tubes and special display devices. Also included are decoding and counting components, microcircuits and display systems and instruments.

One of its most successful and popular products has been the "NIXIE" indicator tube. A cold cathode display device, the "NIXIE" tube is used extensively to display numeric or alphanumeric information. Its uses include instruments, digital clocks, computer consoles, stock quotation displays and schedule board read-outs.

The Electronic Components Division also produces a series of hybrid microcircuits for special applications such as "NIXIE" tube drivers, high-speed core and thin film memory systems and digital display systems.

The ability of the Electronic Components Division to supply both "NIXIE" tubes and drivers has led to an overall capability of designing, developing and producing complete information display systems. Recent developments include a news and information display, a traffic control system and a military ground support display system.

The news and information display receives teletype signals and displays the information on a wall display. The traffic control system provides visual information of traffic patterns from sensors located throughout a major city in the United States. The military display system is a computer-controlled device that is used to update and visually display important military information.

The Electronic Components Division also produces a unique electronic instrument being used in a major copier/duplicator office machine which controls and displays the number of copies made.

Phone (201) 757-5000

PLAINFIELD IRON AND METAL COMPANY, INC.

The Plainfield Iron and Metal Company has served industry in the Plainfield area since founded by Elie Bussel in 1914

The company has developed several specialties in the processing of scrap metals:

1. Copper and Lead recovery from power and telephone wire and cable.

2. Crushing and briquetting of steel turnings and cast iron borings.

3. Industrial plant dismantling.

In addition to these specialties the company services industrial producers of all grades of non-ferrous and ferrous scrap materials with a fleet of tractor-trailers and fast, efficient containerized service. A ten-acre plant site is equipped with modern scrap processing machinery sufficient to handle 100,000 tons per year.

Plainfield Iron and Metal Company sells processed materials to smelters, refiners, brass mills, foundries and steel mills.

1300-1500 South Second Street
Plainfield, N.J. 07063

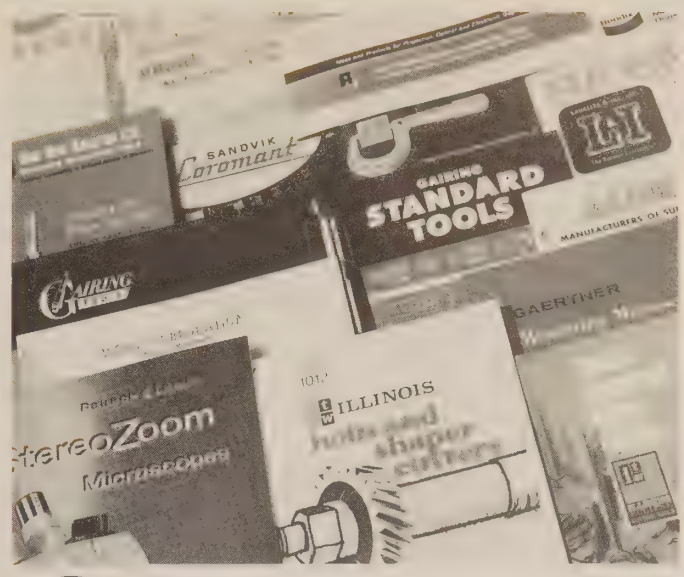
Phone (201) 756-7010

RONA PLASTICS, INC.

Founded in 1963, we are Injection Molders producing a wide range of housewares, swim equipment and automotive products. Our rapid growth has been stimulated by our nationally advertised "Brentwood Collection"® of decorator quality housewares. This exciting merchandise has brought replicas of fine wood carvings into households throughout the country. The "Brentwood Collection"® is available in three styles. Traditional, Granada and Bamboo, and is available in wide range of wood finishes. The merchandise displayed above is provided for our parent company, Superior Products.

Rona Plastics is actively interested in the growth of the greater Plainfield area and is proud of its employees' interest in the Second Street Youth Center as well as being a member of the Plainfield industrial family.

1000 South Second Street
Plainfield, N.J.



CLARKSON & FOREMAN, INC.

For over 16 years Clarkson & Foreman, Inc. has been a leading distributor of cutting tools, gages and other precision equipment to business and industry.

They specialize in 900 Decimal Size Reamers and 10,001 Decimal Size Plug Gages . . . all carried in stock. In addition, they have a complete size range of Universal Spade Drill Blades, Spade Drill Holders and interchangeable counterbores.

"If Service Counts. Count On Us."

664 East 6th Street, Plainfield Phone 753-4887

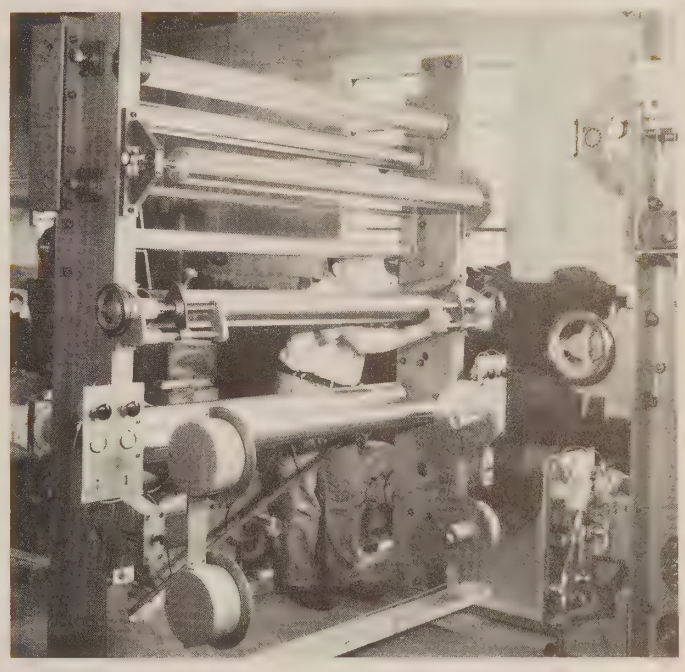
HARRIS STRUCTURAL STEEL COMPANY
INCORPORATED

SOUTH PLAINFIELD, NEW JERSEY

STEEL STRUCTURES

Engineers, Fabricators And Erectors Of Buildings And Bridges Since 1910.

One of our achievements was the fabrication and erection of the Brooklyn Tower of the Verrazano Bridge which is the largest suspension bridge in the world.



LIVINGSTON-WILBOR CORP.

This reliable concern manufactures and designs machine parts and machines for industry throughout the country.

Noted for its professional and responsible staff, top quality products and service, Livingston-Wilbor has been an effective force in the progress and growth of this community for the past 23 years.

238 South Avenue
Fanwood, New Jersey 07023
Phone (201) 322-8403

LOIZEAUX LUMBER CO.

For over 75 years this reputable lumber concern has been serving residents, businesses, building contractors and industries of the Plainfield area quickly and efficently with the finest quality products.

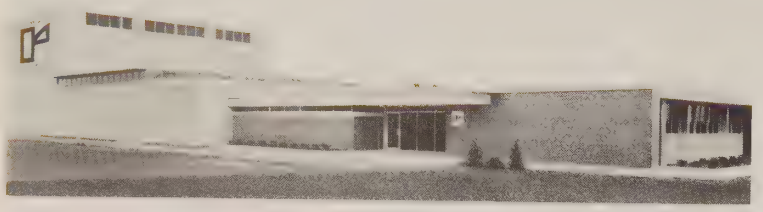
Loizeaux, besides having a complete selction of everything you need for home and garden, operates one of the largest architectural mills on the east coast.

A large, experienced staff is on hand to serve you well.

911 South Avenue, Plainfield Phone 756-1776

RANSOME CO.

Hamilton Blvd. at Interstate 287
South Plainfield, N.J.



Ransome Co. has the oldest and best-known line of machinery for automation welding and material handling for heavy machinery builders and steel fabricators.

They build welding head manipulators, welding positioners, turning rolls, man elevators, rail car rotators, turntables, head and tailstocks, and special tooling.

Ransome has been serving industry since 1930 when they built the first positioning device. Today they are developing the foreign market for their products and have already sold machinery in many countries of the world.

FRANK DELUCCIA, INC.

For over 30 years Frank Deluccia, Inc., has been an active contender in the sales, services and rentals of scaffolding and contracting equipment to homeowners and industry.

Today, this reliable concern is one of the largest and finest suppliers in the Plainfield area.

Years of experience, coupled with a highly qualified staff and fine equipment, have enabled Frank Deluccia, Inc., to give quick, efficient service to the contractors and homeowners in the area. They have served the community long and well.

Whenever you need scaffolding and contracting equipment, it pays to think first of Frank Deluccia, Inc.

908 Highway 22, Plainfield Phone 755-2324

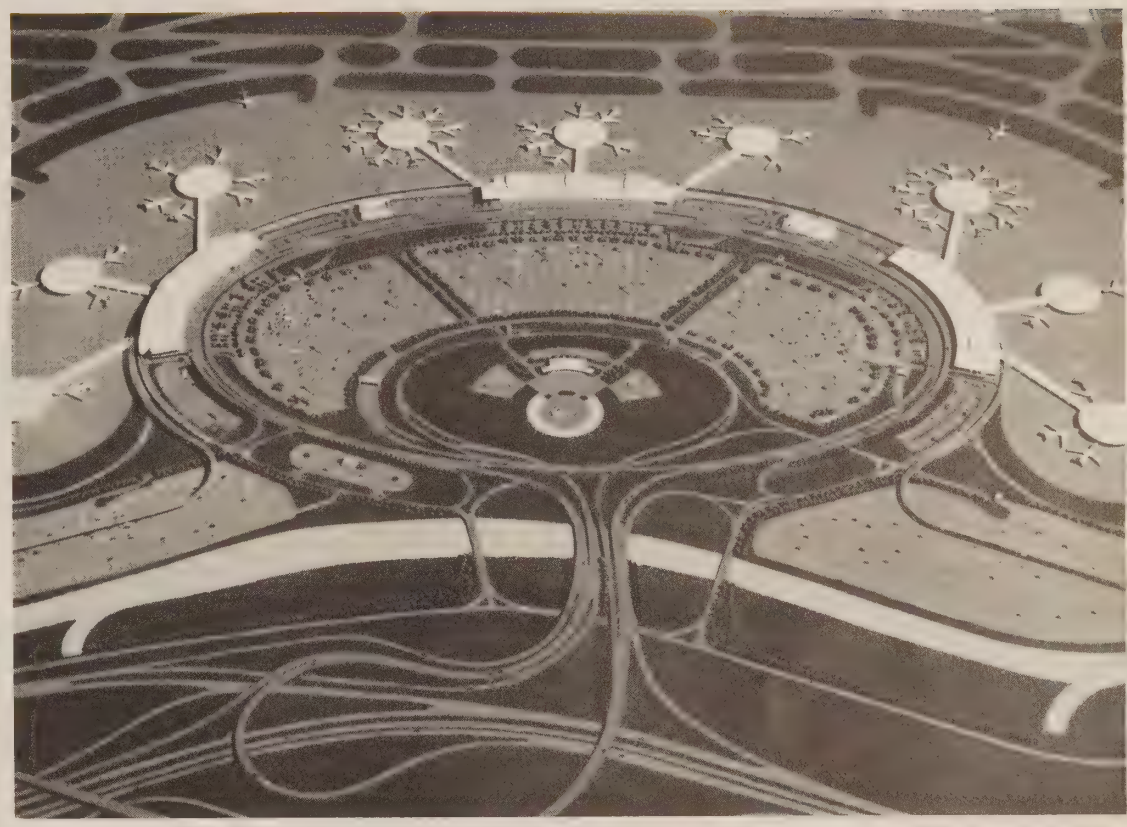
On America's Lifeline

No other area in the country . . . perhaps in the world . . . has experienced the mushrooming growth of America's eastern seaboard. The entire section of the country has come to be thought of as one giant megalopolis and its highway system as a single gigantic corridor.

In the pulsing heart of this corridor is the Plainfield Area. Immediately contiguous to the New Jersey Turnpike and the Garden State Parkway with their interconnections to the Pennsylvania Turnpike, the New York Thruway and other major arteries, the Plainfield Area is accessible to the entire nation. Interstate 287 runs directly through the area . . . a broad, high-speed circumferential roadway looping the New York Metropolitan Area. Its completion will form a direct connection with the Outerbridge Crossing to Staten Island in New York City, with super-highway connections to New York's Belt Parkway and other parkways . . . an hour to downtown New York, to John F. Kennedy International Airport, to LaGuardia Airport . . . to the largest single transportational, industrial, cultural and educational complex in the world.

The Plainfield Area lies in the pleasant, wooded New Jersey countryside, but it is connected to the vibrant urban centers by concrete arteries and veins. Route 22 is a widely-used secondary truck and automobile road passing through the area. While U.S. 22 will not decline in value, burgeoning transportation needs will be met by Interstate 78, carrying vehicles swiftly and safely to Newark Airport and to the New Jersey Turnpike. Route 22 connects with convenient thoroughfares to the Goethal's Bridge, across Staten Island and the scenic Verrazano Bridge to New York City. In its westerly direction it carries traffic all the way to Pittsburgh, Pennsylvania.

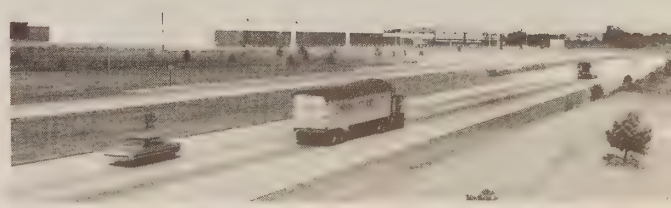
Interstate 95, joining Interstate 287 in the Plainfield Area, will be a major artery for travel from the Canadian border to the southern tip of the Florida Peninsula. For the Plainfield Area it is a direct access to Philadelphia and the important markets of eastern Pennsylvania.



Model of the New Newark Airport

With its two major international airports: Kennedy and Philadelphia; with its two domestic air terminals: Newark and LaGuardia, passenger and air-freight needs in the Plainfield Area are uniquely well-met. Newark, LaGuardia and Kennedy are interconnected by a rapid, frequent turbocopter service that makes them minutes apart. The same helicopters that connect the airports carry people to central and downtown Manhattan as an added convenience.

Three of the world's great seaports lie just outside the Plainfield Area: Newark, New York and Elizabeth. Elizabeth accommodates ships of unlimited draft and is a center for containerized and palletized cargoes. Perth Amboy adds a coastal shipping component to the mix. Philadelphia's port is another significant economic factor. All of these, especially the New York-centered complex, will become increasingly significant when the New York World Trade Center opens its



Interstate 287—a major travel and trucking route through the Plainfield area

Facilities for private Aviation

Containerized Cargo Center—Port Elizabeth

Commuter service from Plainfield to New York City

doors, emphasizing the importance of the Plainfield Area to the world at large.

The Plainfield Area is served by three railroads—the Central Railroad of New Jersey, the Lehigh Valley Railroad and the Port Reading Railroad. In addition to commuter service to other New Jersey cities with direct through-connections to New York City offered by the Central Railroad of New Jersey, all three lines are extensive freight carriers. The proximity of main lines to industrial areas has made the use of direct-to-plant rail sidings very practical for many firms.

- cleaners
- cold storage
- shirt launderers
- drapery & rug cleaning

PLAINFIELD, N.J.
- SOUTH & LELAND AVES.
- cor. w. 7th & clinton ave.
- 306 somerset st.
- 1094 arlington ave.
- 631 park ave.

WESTFIELD:
- 11 e. broad st.

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G.O. KELLER'S

better dry cleaning since 1894

J. G. MULFORD CO.
"Quality Service Since 1876"

J. G. Mulford, one of the oldest and finest real estate and insurance firms, has been serving the needs of the business, residential and industrial community well since 1876.

The company handles all transactions with integrity and reliable, seasoned judgment.

It specializes in sales, rentals, mortgages and appraisals in addition to having a separate department specializing in insurance.

Multiple Listing Service for up-to-date property information.

201 Park Avenue, Plainfield Phone 756-5800

SAMOSET LAUNDRY SERVICE, INC.

Founded in 1927, Samoset's goal was to give the best possible service for as low a charge as possible. Today, this is still their aim.

Laundry and dry cleaning services include rug and blanket cleaning, summer and winter storage, fur cleaning, remodeling and storage, and water repellent treatment. Minor repairs and buttons replaced at no extra charge.

Free pick-up and delivery by friendly, courteous salesmen.

Phone 756-2640 for a Samoset Truck.

902 North Avenue, Plainfield

SINCE 1922

GERMINSKY Electric Co. INC.

ELECTRICAL CONTRACTORS

208 West 4th St., Plainfield, N. J. 07060

755-9500

24 HOUR EMERGENCY SERVICE

Nearly fifty years of continuous service have made this firm one of the leading electrical contracting companies in New Jersey. Using a fully equipped, modern mobile fleet, Germinsky Electric Co., Inc. serves the electrical needs of the industrial, commercial and residential customer. A unique 24-hour,7-days-a-week "Pocket age" emergency service is another outstanding feature of this progressive organization. Whether it's to wire a factory or repair a light, "no job is too large or too small—we welcome them all."

208 W. Fourth Street Plainfield Phone 755-9500

RED BULL INN

The finest in gracious living and dining is yours at The Red Bull Motor Inn. There are 112 tastefully furnished rooms with self-controlled heat and air-conditioning, color television and 24-hour phone service. The motel with everything, The Red Bull also has courtesy car, free Stock Quote phone, laundry and dry cleaning facilities, self-service washer and dryer, swimming pool, ice and soda and candy.

You can relax and enjoy superb continental cuisine and drinks in the comfortable surroundings at The Arena Room and Bull Ring Lounge. Entertainment nightly. Breakfast, lunch, cocktails and dinners served from 7:00 a.m. to 2:00 a.m. Fashion Shows every Thursday, noon to 2:00 p.m. Banquet facilities available.

Located on Interstate 287 & Rt. 22, the motel is only minutes away from Plainfield and all the industrial plants.

Restaurant
Phone 722-6800

Motel
Phone 722-4000

Rt. 22 at Jct. Interstate 287

Communications Are Loud and Clear in the Plainfield Area

WERA—Plainfield's own radio station

The Courier-News, one of New Jersey's most influential and highly regarded dailies, is published in the city of Plainfield and distributed from there to a readership of better than 55,000 families in the five counties of Somerset, Union, Middlesex, Hunterdon and Morris. A member of the Gannett Group, second largest in the country, it publishes evenings, six days a week, four editions daily.

The paper's history goes back 75 years when it was established as The Plainfield *Evening News.* The Plainfield *Courier* made its appearance several years later and in 1894 the two were merged into a single journalistic entity. In 1916 The Plainfield *Daily Press,* already a venerable publication, joined the merged two and *The Courier-News* took on its present form and structure.

The Courier-News is a member of AP and also uses the facilities of Gannett News Service. It devotes the first section of each edition to state, national and international news, and the second section to broad and comprehensive coverage of local affairs. The paper maintains several local news bureaus in Trenton, Camden, Rochester, New York; Albany, New York; and in Washington, connected to the main office by teletype. It carries late quotations from 500 NYSE and 100 AMEX stocks in its daily editions, and the full list of NYSE and AMEX listings on Saturday.

In addition to the outstanding news and advertising coverage provided daily by *The Courier-News*, many weeklies serve individual local communities. These offer advertisers an opportunity to complement their broad advertising coverage with that which is directed to specific local markets in individual communities. Broad or pinpointed, daily or weekly, all advertisers will find press media suited to their needs in the Plainfield Area.

The Plainfield Area's own radio station is WERA, an AM daytime broadcaster blanketing the entire area. Unaffiliated, WERA's extensive reporting of local, state, national and international news every half-hour derives from three sources: the AP wire, Radio News International and the station's own news staff.

In addition to news, WERA broadcasts telephone talk programming, including its popular "Open Mike" show, panel discussions and a unique "Buy, Trade and Sell" show. It broadcasts notices of school and plant closings during inclement weather. Its musical broadcast content consists of middle-of-the-road, easy listening popular selections.

Radio broadcast from New York and Philadelphia comes in strong and clear. Every metropolitan station is received without effort including the FM and FM-stereo broadcasters from those areas. Stations from Newark, New Brunswick and other localities give the listener as broad a variety and choice as he'd get anywhere.

The same is true of television. New York's antenna atop the Empire State Building puts all of that city's VHF and UHF channels within direct line-of-sight of the Plainfield Area. Proximity to Philadelphia brings in additional channels. Every network booms into the Plainfield Area clearly and without interference.

In addition, a CATV-franchise will add additional channels, one reserved for local programming. Educational TV via the CATV cable, and through National Educational Television channels in New York and Philadelphia, bring the priceless cultural advantages of ETV to the Plainfield Area . . . a boon to the area's schoolchildren and their culturally-oriented elders.

Computerized Composing at *The Courier-News*

APPROVED FIRE PROTECTION CO.

Make Approved Fire Protection Co. your nearby headquarters for complete fire protection. They have complete sales and service of fire extinguishers, fire protection equipment and safety supplies for industry, fire departments, police and residential consumers in the state of New Jersey. In addition, on-the-spot recharging of fire extinguishers and hydrostatic testing, repairing and repainting available.

911 U.S. Route 22, No. Plainfield — Phone 755-2222

VOGELBACH & BAUMANN

The consulting engineering firm of Vogelbach & Baumann specializes in the design of heating, ventilating, air conditioning, plumbing and electrical systems for a wide variety of private and public buildings serving commercial concerns, municipalities, counties, state and federal government.

The firm was founded in 1947 by Oscar Vogelbach, prominent in the design of mechanical and electrical facilities since 1922. The company today consists of 40 in personnel, including management. Vogelbach & Baumann employs trained engineers, draftsmen and field inspectors, all highly skilled in their respective trades and qualified to deliver the finest results.

2507 Route 22, No. Plainfield — Phone (201) 889-6500

GREEN VALLEY RESTAURANT

One of Greater Plainfield's finest family restaurants, the Green Valley is located just off Route 22 at Green Brook. The Green Valley is noted for fine American, German and Hungarian cooking, and the distinctive continental flavor which comes only from careful supervision and preparation of the finest foods is an experience you'll long remember. Plan to make your next night out a visit to the Green Valley. Featuring a cocktail lounge, banquet rooms for receptions, meetings, luncheons.

1013 Washington Ave., Green Brook — Phone 968-2739

L.C. WOOD

Let L.C. Wood and his experienced staff insure your home, car, business, employees and your life. They specialize in complete insurance services, real estate, rentals, mortgages and property management. In addition, complete appraisal service is available. For over 25 years, they have been serving the Plainfield community quickly and efficiently with the finest residential and commercial property values. You'll be well satisfied when you place your transaction in the hands of L.C. Wood.

1240 East Second Street — Phone 755-7448

Utilities Take Giant Strides Forward

New Jersey Bell Telephone Offices

In times of drought-induced crisis the Plainfield Area exports water to other communities! When industries elsewhere are apprehensively watching water levels and preparing for shortage, people in the Plainfield Area are washing their cars and watering their lawns.

The Plainfield Area draws its water supply from an excellent source: the Raritan River. Backed up by the Millstone River and by deep wells, the Elizabethtown Water Company, privately owned and 100 percent metered, pumps 110,000,000 gallons into the mains and feeders of the Plainfield Area. It's soft, sweet water, as soft and sweet as only river water can be. The company's daily utilization capacity is backed up by a storage capacity of 66 billion gallons at Spruce Run Reservoir in the Raritan Valley just northwest of the Plainfield Area, and by an additional 70,000,000 gallons of storage in high tanks in the area.

Standards of quality and quantity far exceed state standards. Water mains are extended to all industrial and residential areas on a basis of forecasted need: water is there actually before it's needed.

Some portion of the Plainfield Area is served by another private water utility, Middlesex Water Company, whose standards of service are comparable to those of Elizabethtown Water Company, although its service area is not as large.

Public Service Electric and Gas Company, also a privately-owned utility, supplies those two vital fuels and power sources to most of the Plainfield Area, with Jersey Central Power and Light supplying electricity to part of Warren Township and the Elizabethtown Gas Company serving Scotch Plains and Fanwood.

Public Service supplies natural gas with a heating content of 1020 BTU which is purchased from several pipeline sources. This assures a reliable and ample supply for the future. Rates are favorable and competitive with interruptible service available for large industrial and commercial users.

Use of gas, reckoned in consumption of therms, indicates a growth-factor that is increasing year by year. In 1967, for example, consumption was 13 percent higher than the previous year.

As a distributor and generator of electrical power, Public Service ranks as one of the foremost in the nation. The company's rates are low compared to rates in many communities on the eastern seaboard. For large industrial customers Public Service has available high tension service at highly competitive rates.

New Jersey Bell, telephone utility for the Plainfield Area, offers all modern services to industry and individuals. Centrex installations are available; direct dialing is 100 percent throughout the area; touch-tone and other innovations are quick to arrive. New Jersey Bell is experimenting now with circle calling to speed service and reduce toll calling costs. Now available to residential customers, the company plans an equivalent industrial service soon.

Public Service Gas and Electric Company

Tomorrow's Banking... Here Today

Our ultra-modern Computer Center in Linden with 4 computers permits us to offer the latest in electronic service to business, industry and other financial institutions throughout New Jersey.

Make A Date With...

NATIONAL STATE

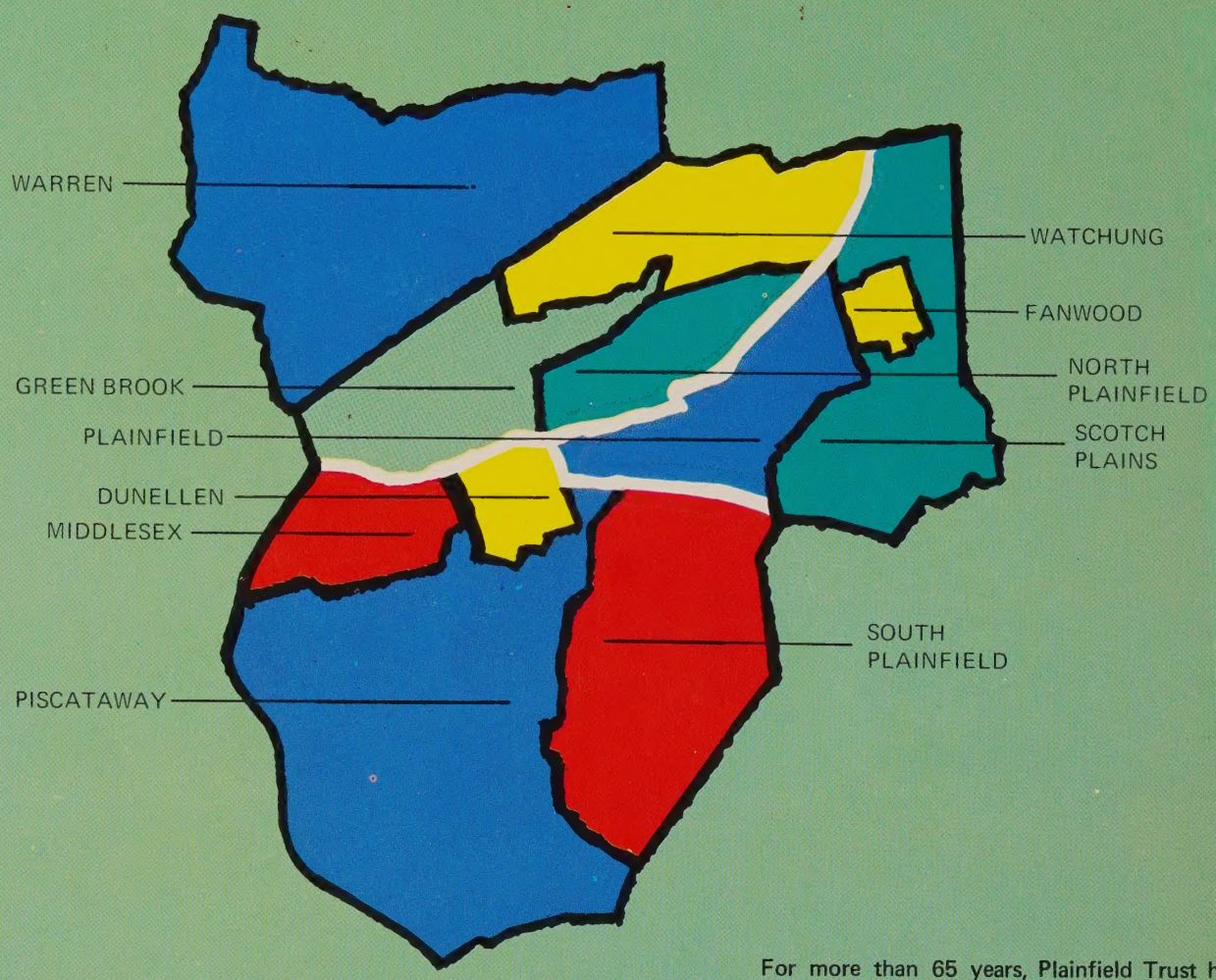
UNION COUNTY'S LEADING BANK

3 Plainfield Offices: Plainfield Central, 244 East Front Street, 757-6500, Plainfield East, South Avenue near Tarrill Road, 754-4889, Plainfield West, West Front Street at Clinton Avenue, 754-8868

11 other Union County Offices

Member Federal Deposit Insurance Corporation

If you're locating anywhere in the Plainfield area, bank on us!



For more than 65 years, Plainfield Trust has provided the financial base for commercial, industrial and residential development of the Plainfield Area. As the area's largest independent bank, with resources of more than $135,000,000 and trust assets in excess of $125,000,000, we cordially welcome any opportunity to assist you in locating here.

PLAINFIELD TRUST

STATE NATIONAL BANK

MAIN OFFICE
202 Park Avenue, Plainfield

SEVENTH STREET OFFICE
120 West Seventh Street, Plainfield

FRONT STREET OFFICE
111 East Front Street, Plainfield

NETHERWOOD OFFICE
1125 South Avenue, Plainfield

COUNTY LINE OFFICE
1225 West Seventh Street, Plainfield

FANWOOD OFFICE
45 Martine Avenue South, Fanwood

TRUST DEPARTMENT: 221 Park Avenue, Plainfield

Member Federal Deposit Insurance Corporation

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